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**SUBMISSION FROM the WOMAN'S CHRISTIAN TEMPERANCE UNION
 OF VICTORIA INC regarding
 FSANZ INITIAL ASSESSMENT REPORT
 APPLICATION A576
 LABELLING OF ALCOHOLIC BEVERAGES WITH A PREGNANCY
 HEALTH ADVISORY LABEL**

As a Director of the Woman's Christian Temperance Union of Victoria Inc I would heartily endorse the submission forwarded by the Secretary of the National Woman's Christian Temperance Union Ltd, Mrs Anne Bergen.

My endorsement is without reserve plus I would refer to the Media Release of 22 January 2008 by the NHRMC Chair, Professor Jon Currie stating that "the responsible consumption of alcohol is a health issue not a cultural issue". This particularly applies to young women who are pregnant or are hoping to be pregnant. Drinking alcohol is a real health issue for the developing baby and should not be subject to any cultural practices.

The Telethon Institute for Child Health and Research (in Western Australia) telecast a series of programs on "Health Way" (Westlink) involving Health Professionals from a group called "Health Professionals Making a Difference". They leave no doubt to the viewer that **Not Drinking** alcohol is the best measure to prevent harm to the developing baby.

Australia lags behind a number of countries who now require/or soon will require, the labelling of alcoholic beverages with a pregnancy health advisory label making it clear that there are problems caused by pregnant women drinking alcohol. Labels are simple and inexpensive and an effective foundation for an education program reaching many women. FSANZ (and the Governments involved) has a duty of care to warn women and prevent the costly tragedies of incurable life-long health problems resulting from babies born with permanent health defects.

Therefore, We would urge the FSANZ to support the ALAC application and adopt Option 2 – **Amend the Code to require a health advisory label on alcoholic beverage containers advising of the risk of consuming alcohol when planning to become pregnant and during pregnancy.**

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