

## Fletcher, Debra

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**From:** Haase, Lorraine  
**Sent:** Wednesday, 14 June 2017 1:03 PM  
**To:** Polegubic, Veronica  
**Subject:** RE: Nanoparticles and infant formula web page June 2017 [SEC=UNOFFICIAL]

Ok just added some words

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**From:** Polegubic, Veronica  
**Sent:** Wednesday, June 14, 2017 12:54 PM  
**To:** Haase, Lorraine  
**Subject:** Nanoparticles and infant formula web page June 2017 [SEC=UNOFFICIAL]

Webb, Trevor <[REDACTED]>; Booth, Mark <[REDACTED]>;  
May, Peter <[REDACTED]>; Neal, Glen <[REDACTED]>;  
Duffy, Gillian <[REDACTED]>; Haase, Lorraine  
<[REDACTED]>; Lewis, Janine <[REDACTED]>; Berven,  
Leise <[REDACTED]>

Hi everyone

For your comment and/or approval – below is the link to proposed web content in response to anticipated story. This will be published under food issues and supported by a homepage banner so it can be easily accessed from our site.

Janine, Leise and Gillian have provided comment on the page already.

<http://fsintranet/Sections/case/Documents/Community%20Relations/Media%20relations/media%20strategies%20and%20materials/Nanotechnology%20reports%20and%20web%20page%20for%20release/Nanoparticles%20and%20infant%20formula%20WEB%20page%20MAY%202017.docx>

The following social media is also planned (note it is based on some assumptions) to support the web statement – **for your review and clearance:**

Twitter: Very disappointing coverage from @fairfaxmedia on infant formula. Get the facts on nanoparticles here: (link to web statement).

Facebook: A story in Fairfax media today may cause unnecessary concern for carers of infants. Get the facts on nanoparticles and infant formula here (link to web statement).

Any resulting media will be managed by Lorraine in consultation with Trevor and Mark.

Thanks  
Veronica