

## Fletcher, Debra

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**From:** Haase, Lorraine  
**Sent:** Wednesday, 14 June 2017 2:43 PM  
**To:** Webb, Trevor; Polegubic, Veronica; Booth, Mark; May, Peter; Neal, Glen  
**Cc:** Duffy, Gillian; Lewis, Janine; Berven, Leise; [REDACTED]  
**Subject:** RE: Nanoparticles and infant formula web page June 2017 [SEC=UNOFFICIAL]

To address Trevor's comments I've deleted parts of the text which I think keeps it simple. I don't think we need to go into the list of particles found.

I haven't heard from anyone else re executive so will leave to Mark to clear now. However if anyone has anything that needs addressing please let us know asap.

I have added [REDACTED] to the list as once we have final clearance she will load in the backend and will publish as directed when the story is published.

**Lorraine Haase**  
Manager  
Communication and Stakeholder Engagement



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**From:** Webb, Trevor  
**Sent:** Wednesday, June 14, 2017 1:38 PM  
**To:** Polegubic, Veronica; Booth, Mark; May, Peter; Neal, Glen  
**Cc:** Duffy, Gillian; Haase, Lorraine; Lewis, Janine; Berven, Leise  
**Subject:** RE: Nanoparticles and infant formula web page June 2017 [SEC=UNOFFICIAL]

Comments included.

Trevor

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**From:** Polegubic, Veronica  
**Sent:** Wednesday, June 14, 2017 1:04 PM  
**To:** Webb, Trevor; Booth, Mark; May, Peter; Neal, Glen  
**Cc:** Duffy, Gillian; Haase, Lorraine; Lewis, Janine; Berven, Leise  
**Subject:** FW: Nanoparticles and infant formula web page June 2017 [SEC=UNOFFICIAL]

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