

6 February 2008

Food Standards Australia New Zealand
PO Box 7186
Canberra BC ACT 2610
AUSTRALIA

To whom it may concern

Re: Application A576 – Labelling of Alcoholic Beverages with a Pregnancy Health Advisory Label

The Australian Health Promotion Association (AHPA) supports the Application prepared by the Alcohol Advisory Council of New Zealand (ALAC) to place warning labels on alcohol containers regarding the dangers of drinking when planning to become pregnant and during pregnancy.

We believe the inclusion of a health warning on alcohol containers would be a valuable component of a wider public health strategy aiming to educate the general community. This would increase awareness and minimise the risk of alcohol being consumed by women when they are planning to become pregnant and during pregnancy.

The health label could achieve three things:

1. Inform the public of the risks of consuming alcohol when planning to become pregnant and during pregnancy.
2. Remind people that choosing not to drink alcohol will really benefits their unborn child.
3. Reinforce other health promotion strategies aimed at reducing the consumption of alcohol when planning to become pregnant and during pregnancy.

Thank you for providing the opportunity to review the Initial Assessment Report and express our support for the ALAC Application.

Yours sincerely,



Dr Ian White
President

AHPA's mission is to provide knowledge, resources and perspectives needed to improve health promotion research and practice. AHPA has over 1200 members who work across all aspects of health promotion from research and academic areas to policy and community-based projects. In addition, AHPA publishes the Health Promotion Journal of Australia.