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Stewart Gandy
Product Placement Consultation
5th Floor
Department for Culture, Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH

8th January 2010

Consultation on Product Placement on Television

Dear Mr Gandy,

We welcome an opportunity to comment on the above consultation.

The Breastfeeding Network is a mother-to-mother support organisation with over 1200 members. We provide independent support and information to breastfeeding women and others.

We support Baby Milk Action's response to this consultation, calling for no product placement to be allowed in UK-made television programmes.

We are very concerned about the negative impact on health which would be associated with allowing product placement.

Yours faithfully

Sarah Saunby
Senior Administrator, on behalf of the Breastfeeding Network

To find your nearest Breastfeeding Supporter call the Supporterline 0300 100 0210

Calls to 0300 numbers cost no more than calls to UK numbers starting 01 and 02 and will be part of any inclusive minutes that apply to your provider and call package

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