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Apply clear labelling to pregnancy counselling as well as free range eggs

There should be no double standards when it comes to clear labelling and advertising, according to Australian Reproductive Health Alliance (ARHA).

ARHA's Chief executive Officer Ms Christina Richards says that if government senators want clear labelling on free range and other eggs, then it should also apply to advertising pregnancy counselling services.

Senator Peter McGauran said earlier this month on ABC Radio's *AM* program that, with respect to eggs, '...consumers have to have confidence, in fact certainty, that the labelling is accurate, so that they can make an informed choice'.

"Clear labelling or advertising should, of course, apply as much to pregnancy counselling services as to free range eggs," Ms Richards said.

ARHA welcomed the presentation on the steps of Parliament House today of the GetUp and Reproductive Choice Australia petition that calls on the Government to regulate pregnancy counselling immediately and to ensure Government-funded counsellors provide objective and truthful information about all available pregnancy options, she said.

ARHA also welcomes the introduction of Senator Stott-Despoja's bill "Too many Australian women are being deceived by Government-funded anti-choice pregnancy counselling services that will not provide all option information," says Ms Richards. "Their advertising is at best misleading and at worst deceitful.

"If pregnancy counselling services are opposed to providing all options counselling services, they must clearly advertise that this is the case," Ms Richards said.

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