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**Subject:** Updated media coverage from FDA - infant formula  
**Attachments:** Infant Formula Recall 2.20.22.docx

Providing an update on additional media coverage since Friday. We continue to see key facts of the public advisory and recall highlighted, with occasional mentions of this warning coming amidst an ongoing infant formula supply-chain related shortage. **However, we are now started to see mentions of local recall-related supply issues.** To date, there have been four mentions of supply issues specifically related to the Abbott recall and FDA's related advisory in local news outlets: CBS Kansas local news points out the WIC customers were affected by the recall and quotes parents who had to throw away their WIC-purchased product as a result of the recall and noted trouble exchanging the formula as advised by Abbott, NBC Connecticut local news quotes a doctor at Connecticut Children's saying the hospitals supply is affected by the recall as well as a local diaper bank, and Fox News Connecticut notes parents having a difficult time finding infant formula amid supply shortages are now also dealing with a product recall. The Office of Media Affairs is continuing to closely monitor both for mentions on traditional and social media. Notable new media coverage:

- NBC nightly news ran a segment, "Nationwide baby formula recall causes panic for some parents," which included aspects related to how the recall, unique formulations, and supply-chain issues are affecting consumers and their families.
- NBC Connecticut's article notes recall-related supply issues at a local hospital. "According to Dr. Sink, the supply of formula at Connecticut Children's is affected. They are looking for alternatives. 'We are actively working through either liquid products that are ready to feed, those are not affected, or other products that were not part of the recall,' said Dr. Sink." The article also notes that The Diaper Bank of Connecticut is affected by the FDA's warning. They have several hundred cans of powdered infant formula that will now go to waste.
- FOX 61 Connecticut says parents having a difficult time finding infant formula amid supply shortages are now also dealing with a product recall.
- ABC Wichita, Kansas (KAKE)'s points out that many parents get their formula under the WIC program and all their stock was impacted by the recall. The recall affects Similac, Alimentum and EleCare products with an expiration date of April 1, 2022 or later. Kenny Geiger gets Similac formula for his son through the Women, Infant and Children, or WIC, program. "There's a lot of people that, you know, get all their cans on WIC, and all of their cans were recalled," Geiger said. Geiger said it was a close call when he and his wife found out about the recall. 'We had to dump out...cause we make our pitchers the night before for the whole next day...so we had to dump that whole thing out,' he said. Only three of his cans were a part of the recall. He said he feels lucky that he has enough product to get by for now, but he knows that's not the case for others. 'There's a lot of people who get it on WIC and a lot of people that can't afford to just go around and buy one, two, three, five more cans of formula to get through the month...' Geiger said he has also