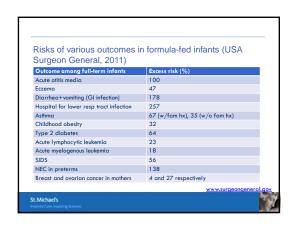
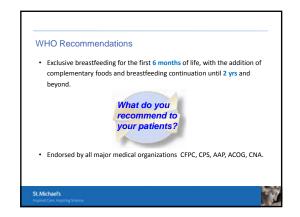
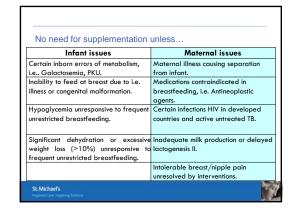


### Risks of formula-feeding for mothers (Stuebe A. 2009 Higher risk of breast and ovarian cancer Higher risk of obesity, type 2 diabetes, cardiovascular disease and metabolic syndrome











### Signs of adequate hydration in infant

- Urines: 1 wet diaper for each day of life, until day 6 then at least 6 heavy wet diapers/24 hrs.
- Stools: yellow, soft stools by day 5 of life.
- Activity: alert baby, waking up at least every 1-4 hrs to feed.
- Breast: fullness vs. softness after feeds.
- Weight: 7-10% weight loss regained by day 10-14, then 20-30g/d.

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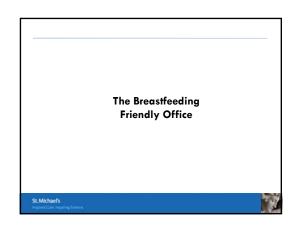
# First visit Address any concerns. Confirm appropriate weight gain: up to 8% loss of birth weight, regained by 2 weeks. acceptable weight gain 20 - 30 g/day. Observe breastfeeding and latch. Examine infant.

### Breastfeeding resources

- Initial breastfeeding assessment by community clinic nurse at home visit within a few days postpartum (in Quebec).
- Support groups
  - La Leche League (www.lalecheleague.org, www.allaitement.ca).
  - Other community-based groups in various provinces.
- Private lactation consultants <u>www.clca-accl.ca</u>
- · Specialized lactation clinics

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### For more information on medications and breastfeeding Motheriskk: <a href="www.motherisk.org">www.motherisk.org</a> Medications and Mothers Milk by Dr Thomas Hale, as well as Dr. Hales website: <a href="http://neonatal.ttuhsc.edu/lact/">http://neonatal.ttuhsc.edu/lact/</a> Lactmed: <a href="http://toxnet.nlm.nih.gov/cgii-bin/sis/htmlgen?LACT">http://toxnet.nlm.nih.gov/cgii-bin/sis/htmlgen?LACT</a> Available as app for iphone!!





### How to make your office breastfeeding-friendly:

- · Breastfeeding protocol communicated to all staff.
- · Adequate staff training to implement breastfeeding protocol.
- Promote breastfeeding-friendly hospital policies and insurance plans.
- Inform all pregnant patients and new parents about breastfeeding, and risks
  of using artificial infant formula without proper medical indications.

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### How to make your office breastfeeding-friendly cont'd:

- · Refer to breastfeeding support groups.
- · Use lactation consultants liberally.
- Find out whether your community offers nurse home visits for postpartum mothers.
- Encourage mom to seek help early if breastfeeding is not going well, i.e. community health clinic, doctor's office, lactation consultant.
- · Schedule office visit early postpartum to evaluate lactation.

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### Being breastfeeding-friendly = respecting the Code

 The International Code for the Marketing of Breastmilk Substitutes was adopted by the World Health Assembly in 1981.

It was an agreement between various groups, including infant formula

 The Code was signed by many countries including ours, and is endorsed by most major medical associations.

It is a tool to protect and promote breastfeeding and to ensure appropriate marketing of breastmilk substitutes, feeding bottles, and teats. (IBFAN).

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## What products does the Code apply to? Breastmilk substitutes, infant formula, complementary foods for use before 6 months, feeding bottles and artificial nipples. Heinz Beginners Enfamili Nestle Dr. Brown

### The Code stipulates the following:

- 1) The provision of clear information
- 2) No promotion to the public
- 3) No gifts to mothers or health workers
- 4) No promotion to health care facilities
- 5) No promotion to health workers
- 6) No free samples or supplies
- 7) No promotion of complementary foods before they are needed
- Adequate labels:
   clear information, no promotion, no baby pictures
- 9) Companies must comply with the International Code

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### The Code: patient education

- · Educational materials for pregnant women:
  - Should explicitly address the benefits and superiority of breastfeeding, and the drawbacks of partial bottle-feeding and the risks of formulafeeding.
  - The use of breastmilk substitutes should not be idealized in pictures or text.
  - Proper use and indications for infant formula should be detailed where needed.
  - Pamphlets from Formula companies should not be distributed.

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### The Code: health care professionals

- Should protect and promote breastfeeding and be familiar with its benefits and superiority.
- Product information received should only be scientific and factual, and should not "imply or create a belief that bottle- feeding is equivalent or superior to breastfeeding".
- No financial or material inducements should be accepted to promote products under the scope of the Code.
- Any funding received from formula and other companies should be disclosed.
- · No free gifts or samples of formula to patients!

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N. A.

The Code does not prohibit the existence of infant formula or the choice to bottle-feed.

Promotion is prohibited, not the sale of the product.

The Code tries to level the playing field so that the superiority of breastmilk which has no Madison Avenue agency or million dollar marketing budget promoting it - is not lost in the landslide of formula marketing hype...

- IBFAN -

### Take home messages

- · Breastmilk saves infant lives and greatly benefits mothers.
- Your support makes a huge impact on breastfeeding success.
- Facilitating skin to skin and breastfeeding during birth and the early postpartum period can increase breastfeeding success.
- Breastfeeding problems may arise, but solutions can be found.
- · Help is available.

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