



BREASTFEEDING

It Rocks!

Good News...initiation rates are high

FIGURE 4.1 Rate of breastfeeding initiation, by maternal age

Canada, 2000-2001, 2003 and 2005

Percentage of mothers* (95% CI) who reported breastfeeding initiation

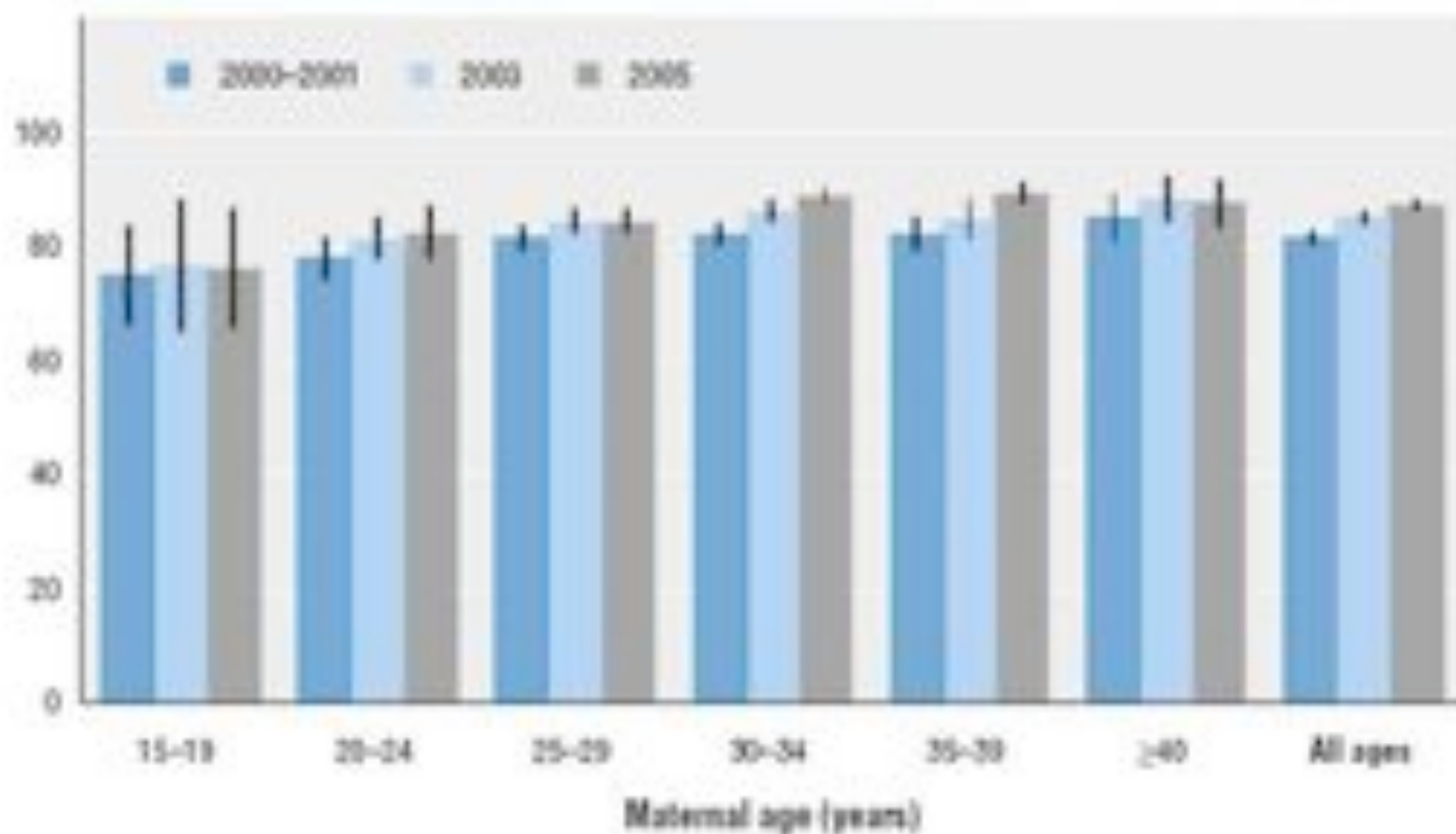
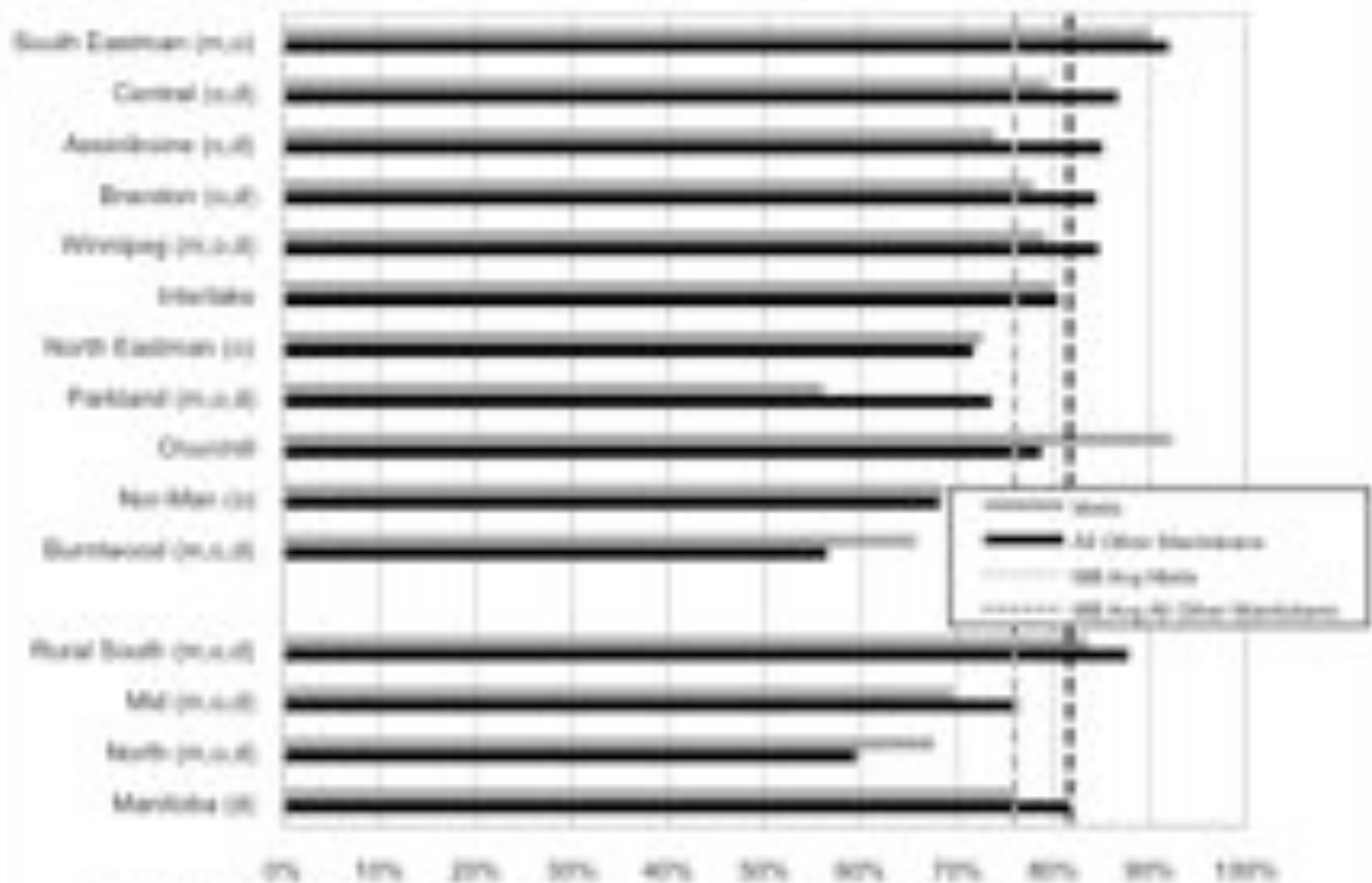


Figure 8.1.1: Breastfeeding Initiation Rate by RHA, 2004/05-2006/07
 Crude percent of newborns breastfeeding at hospital discharge

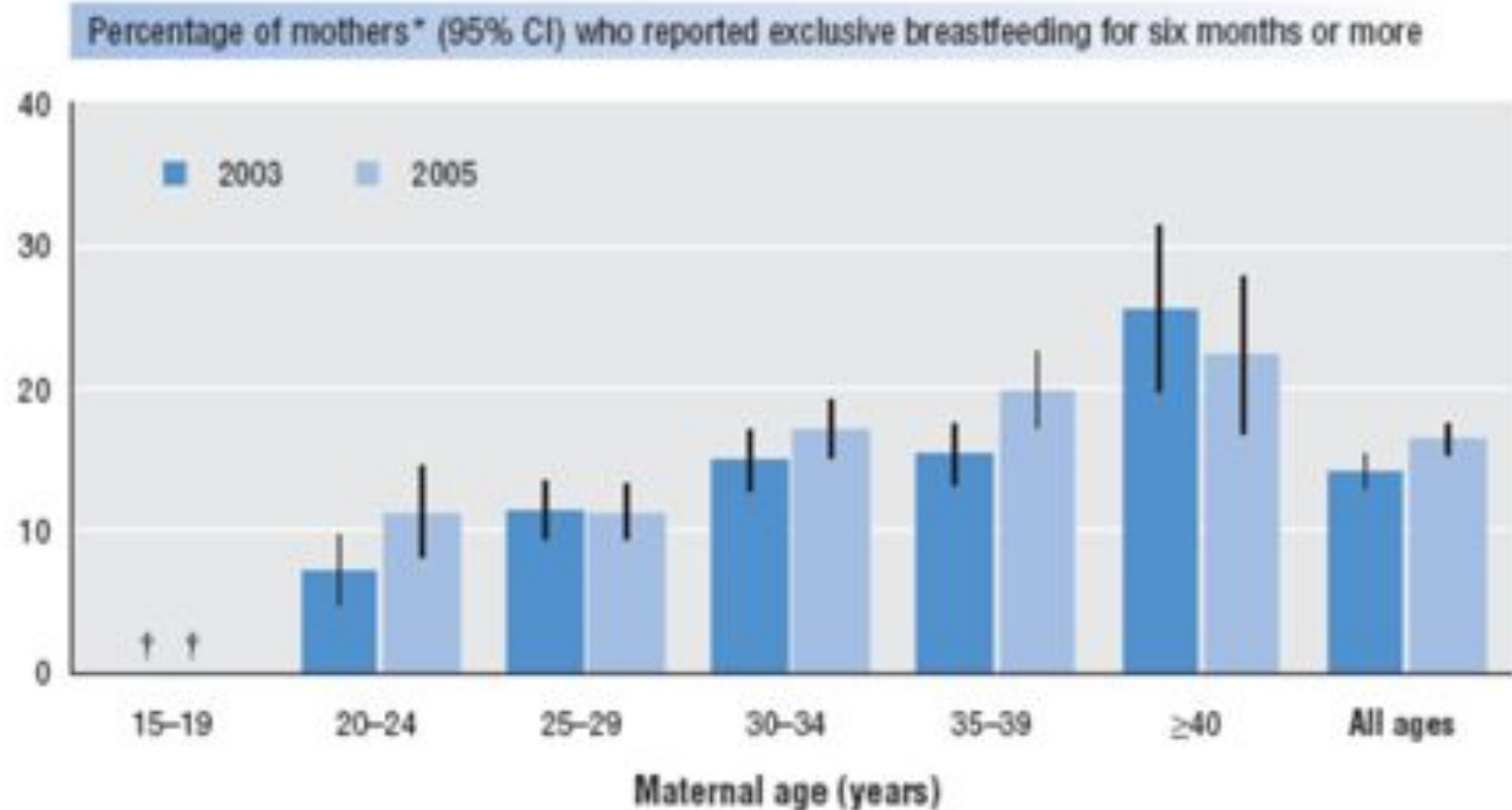


* indicates the crude rate for this RHA was statistically different from Manitoba average for this RHA
 * indicates the crude rate for all other Manitobans was statistically different from Manitoba average for all other Manitobans
 * indicates the difference between the two groups' rates was statistically significant by the test
 † indicates data suppressed due to small numbers

Boobolution Video clip

Bad news...few continue to breastfeed

FIGURE 4.3 Rate of exclusive breastfeeding for six months or more, by maternal age
Canada, 2003 and 2005





- Older
- Educated
- Delayed return to work to 12 months
- No difficulties in the first month
- Non smoker
- Avoid soother use until **10** weeks
- Experience more hospital practices that comply with BFI 10 Steps

Other factors that influence breastfeeding duration

Reasons women continue

1. A woman's intent and commitment
2. Supportive partner
3. Supportive mother

Reasons women quit

1. Sore nipples
2. Perceived or actual insufficient milk supply

Intent to Breastfeed

20% of women in their 3rd trimester have not made a final decision about how to feed their babies.


...assume nothing

When asked if they will breastfeed or bottle feed, pregnant women pick the method they are most familiar with.

...don't ask

Once spoken, it becomes a fixed conclusion and information about the benefits of breastfeeding or the risks of formula are most often ignored.

...share information

A photograph of four pregnant women sitting in a row, facing right, in profile view. They are wearing colorful tops: teal, pink, yellow, and purple. The background is a plain, light-colored wall.

Breastfeeding education is the most effective single intervention for increasing breastfeeding initiation and duration

2008 US Preventive Services Task Force

Prenatal Breastfeeding Education... a Golden Opportunity to...

- Help those that have not yet made a final decision make an informed decision.
- Strengthen intent to breastfeed for those who have already chosen to breastfeed
- Build Confidence



Measuring Importance and Confidence

How important is it to you, to breastfeed your baby? (circle one)

Not important

Very Important

0.....1 2..... 3 4..... 5

If you circled 1 or more go on to answer question number 2

2. If you plan to breastfeed, how confident do you feel about being able to breastfeed your baby? (circle one)

Not Confident at all

Very Confident

0.....1 2..... 3 4..... 5

Breastfeeding: simply the healthiest choice

Your milk is your baby's perfect food

- Babies who are breastfed for at least 6 months have fewer health problems than babies who are artificially fed, including:
 - 2 times lower risk of infections
 - 3 times lower risk of ear infections
 - 2 times lower risk of diarrhea
 - 2 times lower risk of allergies
- Babies who breastfeed have a stronger immune system. Breastfed babies get up less often and have less diarrhea and constipation.
- For every 100 artificially fed babies who die from AIDS-related causes (such as pneumonia), only 3 breastfed babies die from AIDS.
- Babies who are not only breastfed with but at least 20 weeks are 6 times less likely to develop symptoms (a type of cancer) as children.
- Babies breastfed for at least one year are only half as likely to develop diabetes.

Breastmilk can begin a lifetime of good health for your baby

- In adults, people who were breastfed have:
 - less asthma
 - less diabetes
 - lower skin problems, including psoriasis and eczema
 - fewer allergies
 - lower risk of heart attack and stroke due to lower cholesterol levels
 - less chronic kidney disease (due to the large kidneys)
 - less 17 other chronic health conditions (such as thyroid)
 - protection from certain chronic liver diseases
- Shorter milk in breast milk studies show that children who were fed breast milk have higher IQs by an average of 7 points than those who were given formula substitutes.

Breastfeeding is healthy for moms

- Women who breastfeed have their risk of breast cancer lowered by a lifetime total of:
 - 2 years lower the risk before age 40 by 50%
 - 6 years lower the risk before age 40 by 60%
 - 7 years lower the risk of breast cancer throughout a woman's lifetime to about zero.
- Breastfeeding also provides protection from cancer of the uterus as well as endometrial, a thickening of the lining.



Affordable health care begins with breastfeeding

However...
there are just
as many, if not
more media
messages
that formula
is just as
good



For your
beautiful mind

A formula specially designed with the recommended amounts of DHA & ARA
(Omega-3 & 6) to support baby's brain and eye development

Nestlé GoodStart™ OMEGA-3 & OMEGA-6
is the only formula specially designed to be
easier to digest* because it is made with
100% partially hydrolyzed whey protein.
And it goes one step further to support
baby's normal brain and eye development
with the addition of DHA (omega-3 fatty
acid) and ARA (omega-6 fatty acid).
In fact, it's enriched with DHA and ARA at
levels similar to those recommended by the
World Health Organization (WHO). These




It's the Good Start that
can last a lifetime.™

nutrients are naturally found in breast milk
and are important in baby's development
- early in life. Because everything your
baby will become starts today.

Talk to the people you trust. And visit
www.nestle-baby.ca for more information
about feeding your baby and his unique
nutritional needs - at every stage.

*Based on clinical studies comparing GoodStart to other formulas.
GoodStart is the optimal source of feeding acids. Consult with
your healthcare professional before making any feeding change.

With
“advances in
formula”...
and billions of
dollars of
advertising
using formula
hardly
seems to be
a concern.



There are only two places
your newborn can get
natural cultures
(The first is you)


B INTRODUCING THE ONLY FORMULA WITH NATURAL CULTURES

Natural cultures are part of what gives breast milk its naturally protective qualities. And of the natural cultures found in breast-fed babies, one is by far the most prevalent - Bifidobacteria. That's why when we created Good Start® Natural Cultures™ we added Bifidobacteria, which we call bifidus BL. It's the first and only infant formula to contain it. Because we believe babies deserve it.

Nothing else is breast milk. But for those who can't breast-feed, or choose to supplement, one thing is clear: nothing else is Good Start Natural Cultures.

To understand the role of natural cultures in your baby's health, talk to your doctor or visit www.nestle-baby.ca

It's the Good Start
that can last a lifetime.



Natural Cultures

100% whey protein

Omega 3 & 6

Research shows that:

- many health care providers believe that breastfeeding provides only modest benefits and that infant formula is not a significantly inferior choice.
- Health care providers have a substantial influence on a woman's decision to breastfeed and ability to continue.

IS BREAST BEST?



*Taking on the Breastfeeding Experts
and the New High Stakes
of Motherhood*

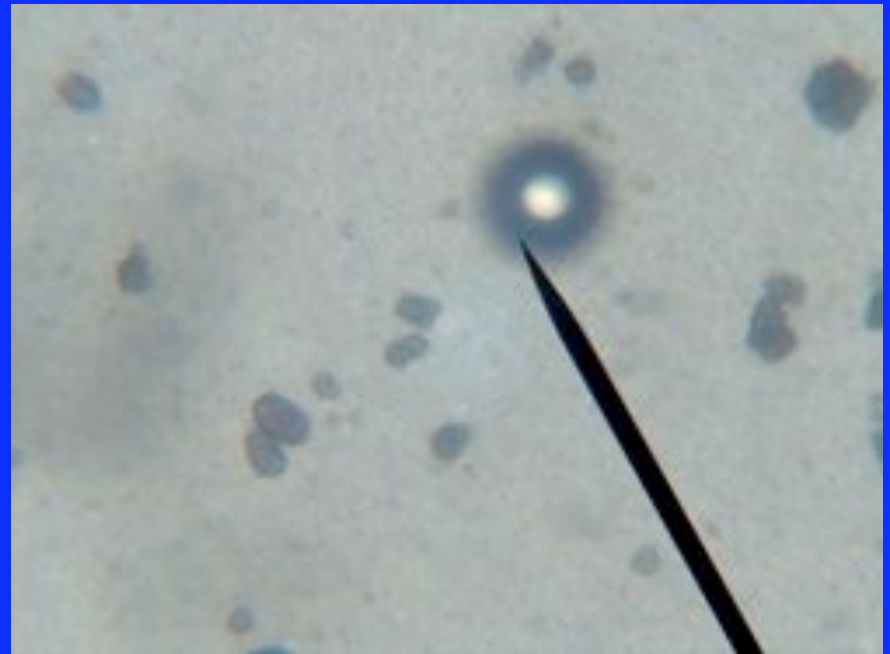
JOAN B. WOLF

Human Milk and Formula are not the same

- Human Milk



- Infant Formula



Human milk changes throughout the feed



Foremilk

High volume

Low fat

Hind Milk

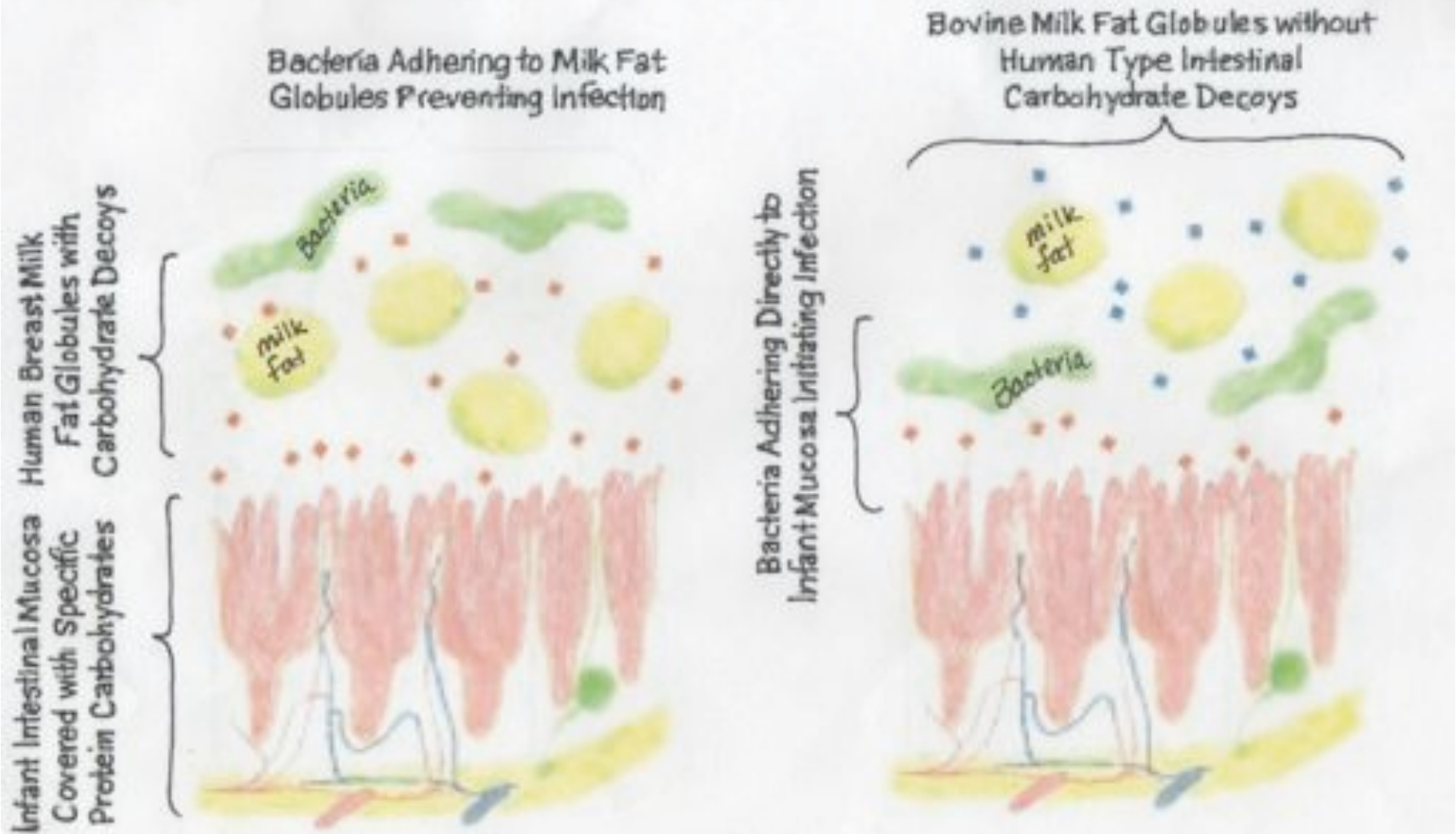
Low volume

High fat

Even an infants stomach differs with type of milk

Intestine of Breast Fed Infant

Intestine of Bovine Milk Fed Infant



We are still discovering new things about breastmilk

Scientists seek breast milk's magic molecule

May be effective in adult diseases

By Jen Skeritt

IT'S always been the source of nutrition for newborns but a University of Manitoba nutritional scientist thinks breast milk may hold the key to combating common diseases in adults.

James Friel and his team of 10 researchers from across Canada are looking for the "magic molecule" in breast milk he believes can act as a natural anti-inflammatory to treat everything from Crohn's Disease to cancer and heart disease.

Friel said the study's preliminary results have already uncovered a part of breast milk that has a high level of bioactive molecules. The team is now working to tease out those molecules to put them in foods like yogurt to see whether patients with conditions like irritable bowel syndrome see any improvement.

"We could put it in yogurt like Omega 3," he said. "It's a home made solution, a home made treatment."

Friel has been researching breast milk and infant development for more than 20 years and received a \$1 million grant from the Canadian Institute of Health Research and Advanced Foods and Materials Network for his current project.

He said he already knew breast milk helped develop a newborn's intestines and prevent inflammation, and thought looking for the unknown molecule that did this was the next step.

Researchers petitioned breast milk donations locally and around the world, and Friel said 50 mothers have donated their breast milk to be used in the study and other projects.

Study results will be unveiled next year and Friel said the group should have a molecule-infused food product tested on humans within two years.

"To me, it's the most obvious place to start," he said, noting the Vitamin D and E benefits of breast milk are already well-known.

Once Friel finds the molecule, researchers will grow large quantities of it using bacteria or plants.

The molecule will then be incorporated in a dairy food, like yogurt, and given to patients with inflammatory

'We've spent two million years refining this product to suit our needs. There's something in there we haven't found yet'
— James Friel



U of M's Dr. James Friel believes ingredients of breast milk could treat Crohn's Disease, cancer and heart disease.

conditions to see if it works.

Friel is modest about the pay-off, but said the patent would be worth millions.

"I'll let (the university) worry about that," he said. "I just want to make people less sick."

Aside from being a two-million-year-

old evolution solution, Friel said the molecule will also help treat sick newborns, especially if they're born premature.

He said the molecule could be used to spur their growth and be infused in baby formula for infants who are not

being breastfed.

"We've spent two million years refining this product to suit our needs," he said. "There's something in there we haven't found yet."

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Informed Choice
Infant Feeding
and
Guilt

Who should feel guilty?

- **Women do not fail to breastfeed.**
- **Health professionals, health agencies and governments often fail to educate and support women who want to breastfeed.**
- **Women who fail to breastfeed despite their efforts should not feel guilty, they should feel disappointed, cheated**

Division of Responsibility

Mom

- make decisions about infant feeding

Baby

- use inborn skills to feed

Helper

- provide accurate information and timely assistance
- Support and respect mothers in informed decision making
- Support and respect inborn skills
- help develop skills to reach their goals.

EMPOWER

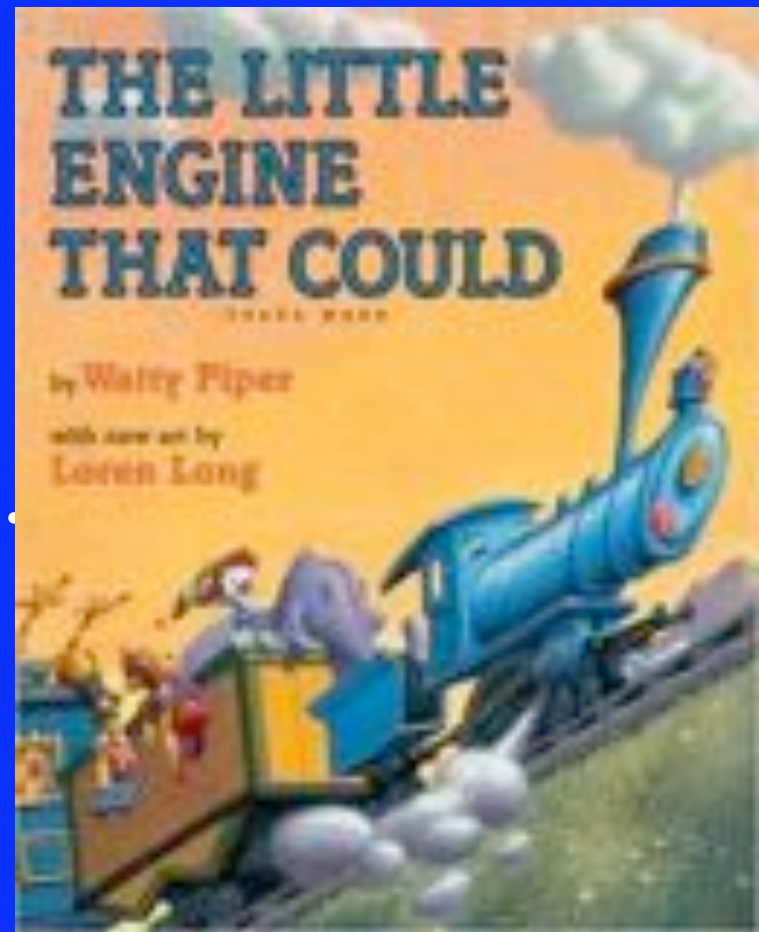
Building confidence in their ability to breastfeed

If you think you can...

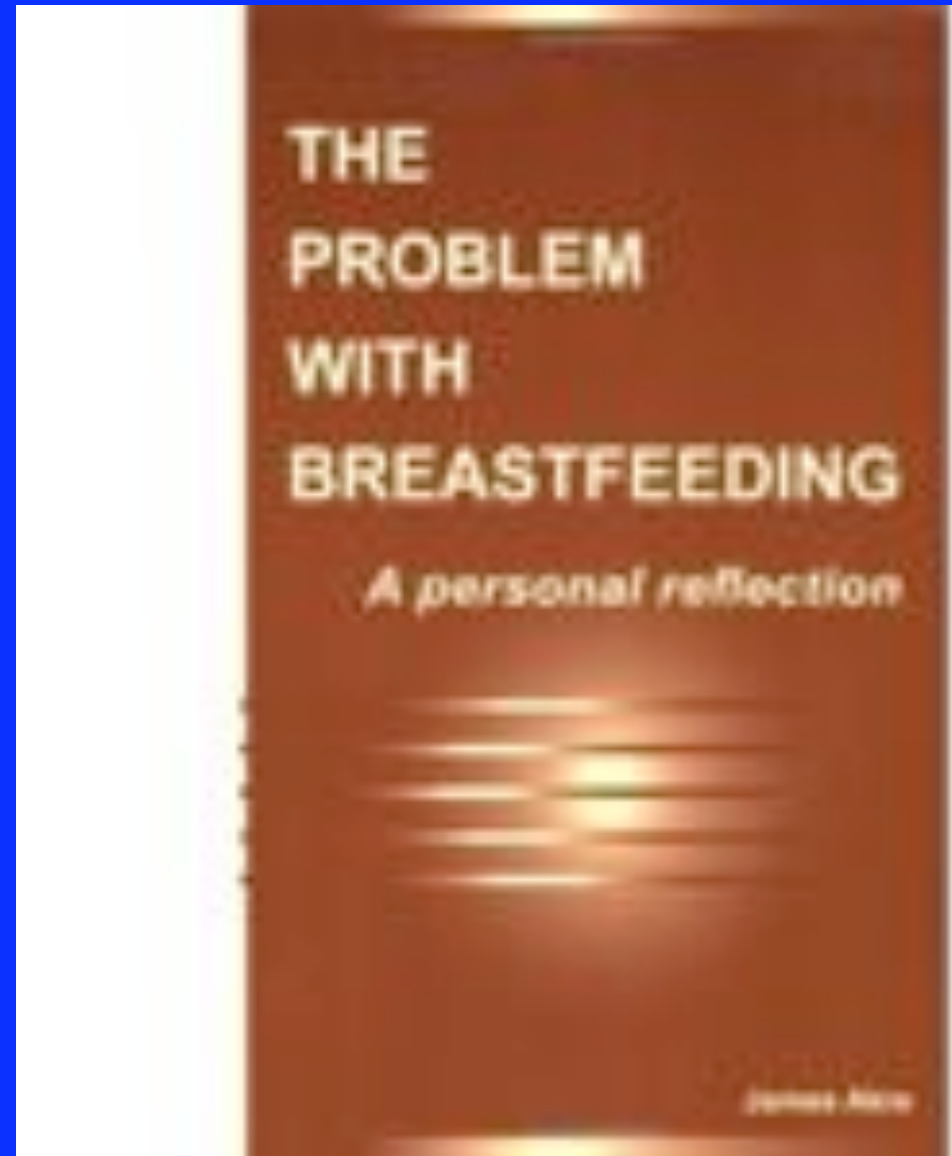
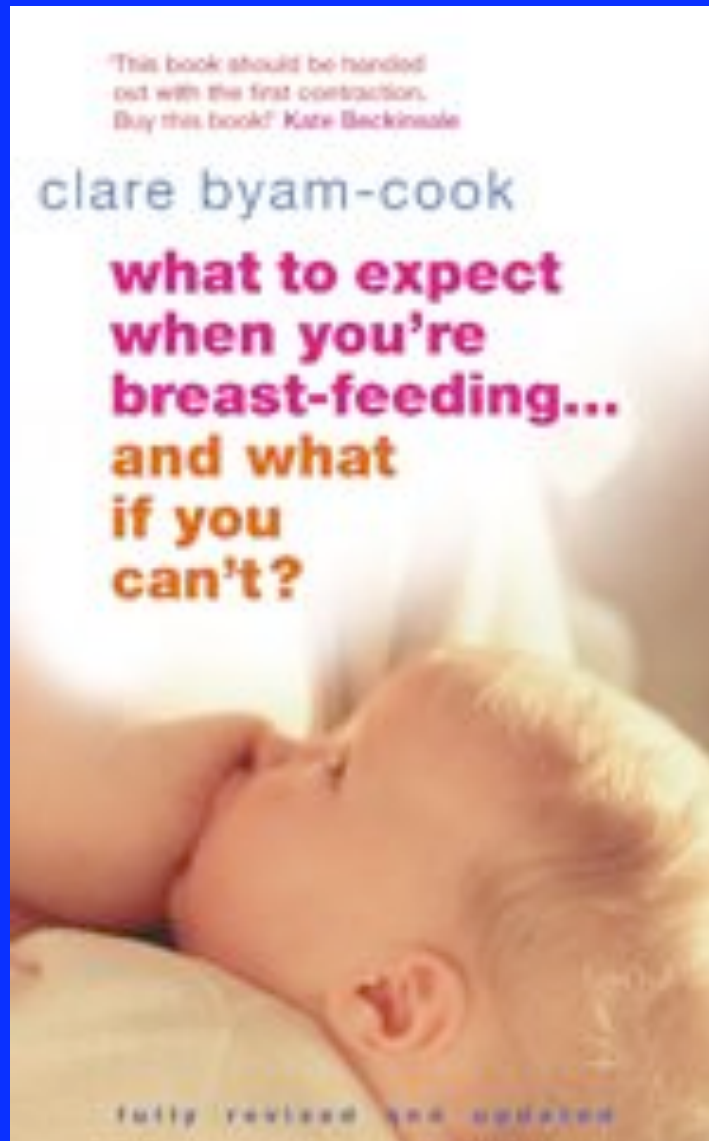
You probably can.

If you think you can't...

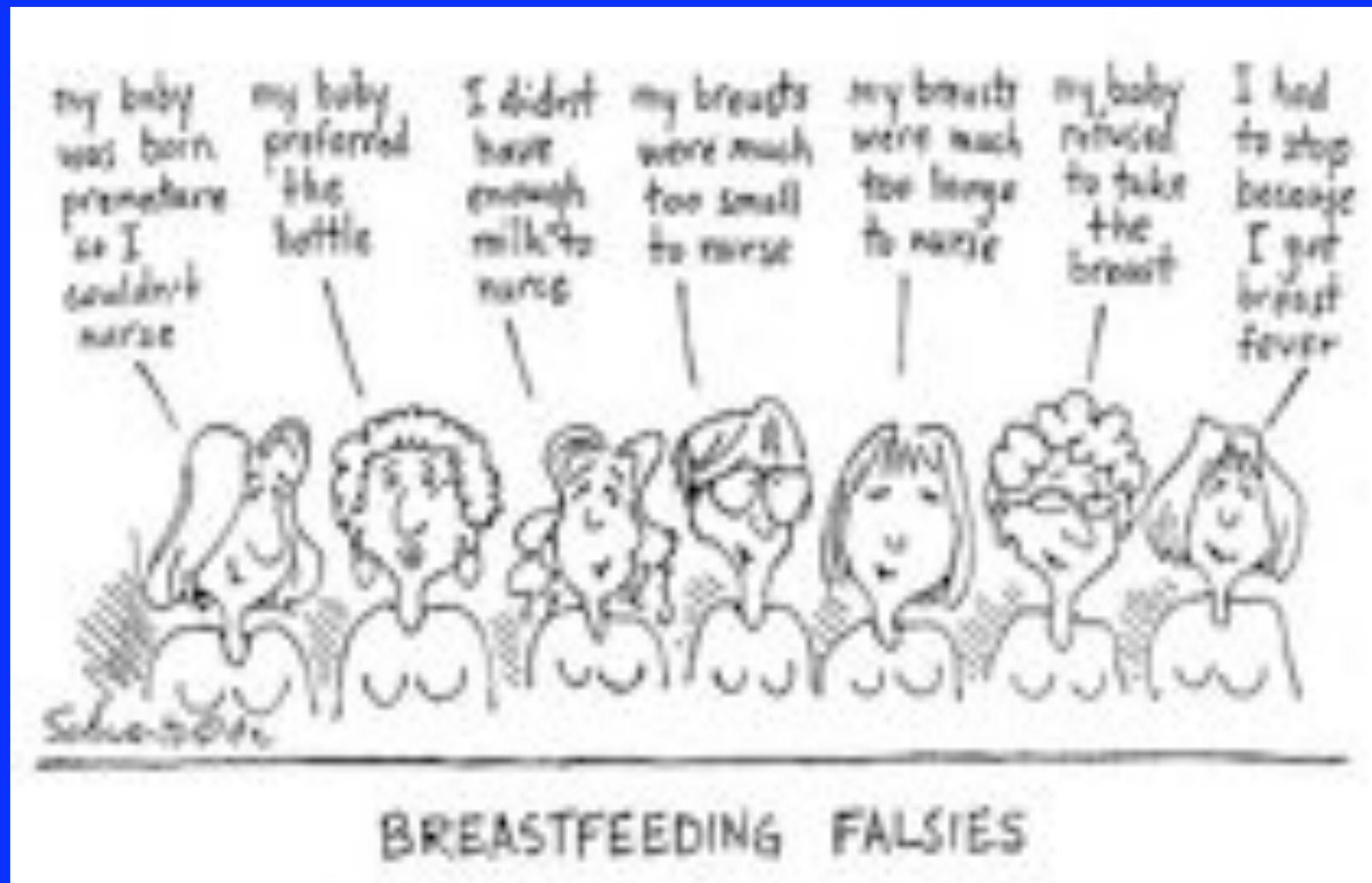
You probably can't



Women are led to believe that breastfeeding often doesn't work



One thing I have heard about breastfeeding...



Your baby is small and needs extra from a bottle / baby rice.

If we give him formula at night he will sleep longer.

You need to get her used to a bottle just in case.

Is he good?

You'll still be feeding her when she's at uni!

Are you sure he doesn't need extra water?

You're making a fool for your own back!

She's using you as a dummy.

Any comment that includes the word "bitty"

She's not hungry again, why are you feeding her?

When are you going to give her some proper food?

If you were bottle feeding, I could take him overnight.

Is he feeding again?

If you let her work for comfort, your nipples will get sore.

He looks very squashed in that sling.

Your baby should be on fewer feeds by now!

Your baby is big and needs extra from a bottle / baby rice.

Breast milk doesn't have any benefits after 2 weeks/months

www.lactivist.co.uk

copyright Ruth Moss

Women are bombarded with messages that deflate their confidence

How do breasts make milk?

I was never taught this...were you?



I know where the baby gets the milk out,
but what I can't figure out is where
your mother puts it in.

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*...Happier, gipe water. Oh, and a couple of frozen
chickens. The midwife said breast feeding's the best.*

Build confidence!

- Most reliable thing about breastfeeding is that breasts will make milk and babies are hard wired to breastfeed



Trust your breasts know what they are doing

- Your breasts are hard wired to make milk
- Hormones of pregnancy start milk production
- Loss of placenta sends message for breasts to take over.
- First 40 days milk supply increases exponentially
 - From 1 oz day one to 35 oz at 35 days later (5 weeks)
 - Prolactin receptors proliferate in first two weeks**
 - Skin to skin increases prolactin by 30%**
- Babies small tummy needs to be filled often so is perfectly designed to tell breasts to make more milk!

Colostrum is the perfect food

- Mean secretion volume is 30ml/day
- Though low in volume, high in carbohydrates protein and antibodies
- High concentrations of leukocytes, IgA
- During weaning milk resembles colostrum in its high levels of immunoglobulins

Colostrum and newborn stomach size are a perfect fit



Finding the right balance
Need to know...nice to know?

Giving the basic tools to get
breastfeeding off to a good start
helps build confidence.

Giving too much information
overwhelms and deflates confidence.

Rooting reflex

Biologically engineered to
feed at the breast.

I THINK I CAN



Self attachment at birth



IF ...

- babies are born knowing how to breastfeed and
- breasts are reliable and will make milk and
- breastfeeding is so natural

THEN

- Why do we need to help families with breastfeeding?





Second Edition

So that's what they're for!



"This light-hearted approach to a truly serious subject offers a healthy mix of medical fact and feisty humor, and is a must for all moms!"

- DR. DEAN EDALL
NATIONAL PEDIATRIC ASSOCIATION
MAY/JUNE 1994

Breastfeeding Basics

Janet Tamaro





I'M SORRY,
BUT YOU CAN'T
BREASTFEED HERE—
PEOPLE HAVE
COMPLAINED.



How can we help women in their breastfeeding goals and decisions.



US Preventive Services Task Force found fair evidence that ongoing professional support to mothers through in person or phone increased breastfeeding duration for up to 6 months

Sometimes, in our effort to help, we interfere with the natural process and deflate confidence



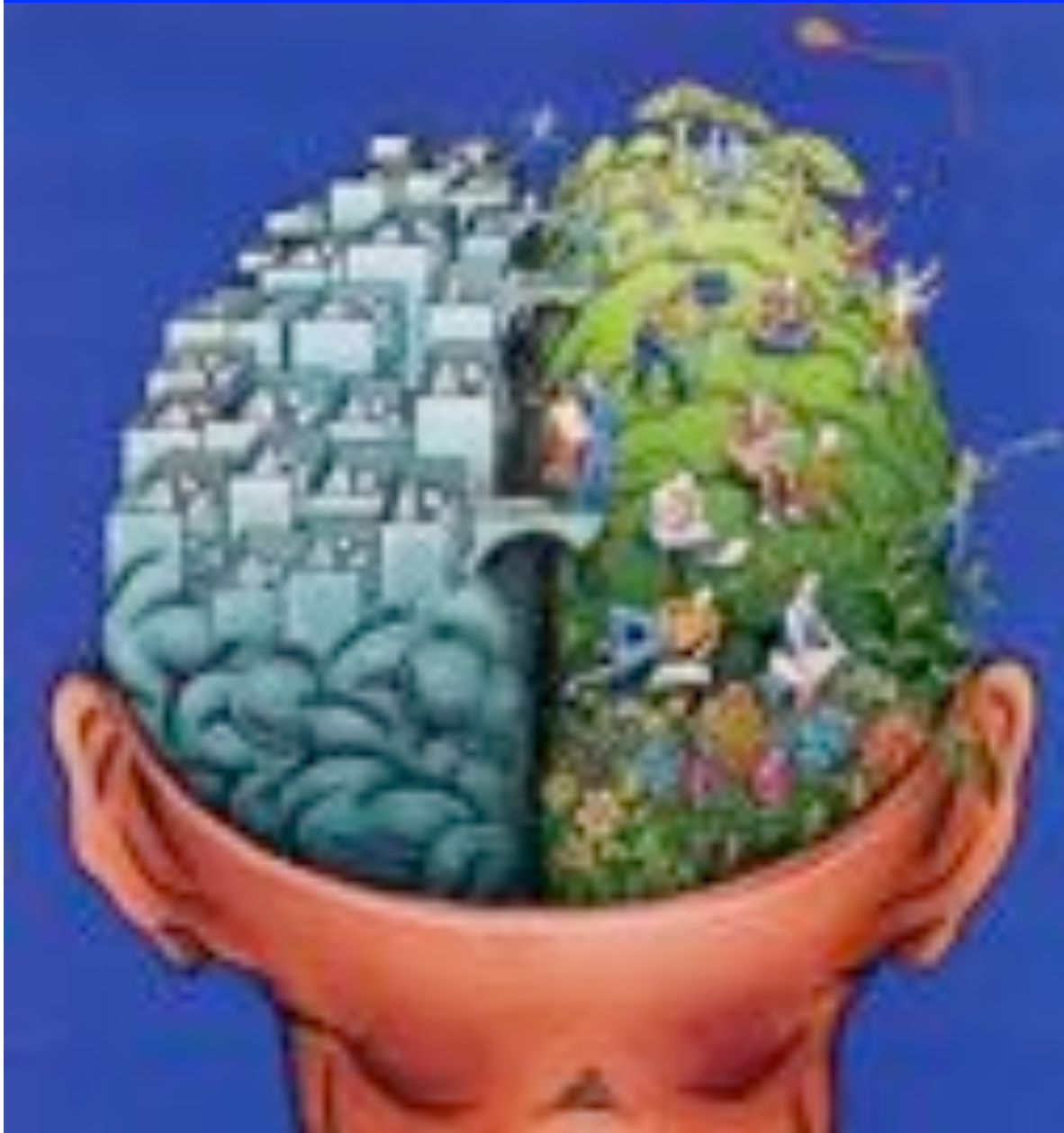
Helping or getting in the way?



Many women just want the instructions...



Breastfeeding is a right brain activity



This is
challenging in
our culture as
most of us live
and work in a
left brain
society



Left/Right Brain

Breastfeeding within a half hour of birth



Just like mom.



That's what doctors had in mind when they created the NUK orthodontic nipple – to be just like mom. **Only the NUK nipple is clinically tested to ease the transition from breast to bottle to pacifier and back, so baby is always comforted in the most natural way possible.** Like NUK Pacifiers, NUK Bottles help promote babies' oral development while satisfying their natural sucking instinct. They also help reduce colic – all with the same original NUK nipple. And all just like mom.

Try the NUK orthodontic bottle from the makers of the #1 pacifier – specially designed to mimic a mother's nipple & help strengthen baby's oral development – because there's only one NUK.



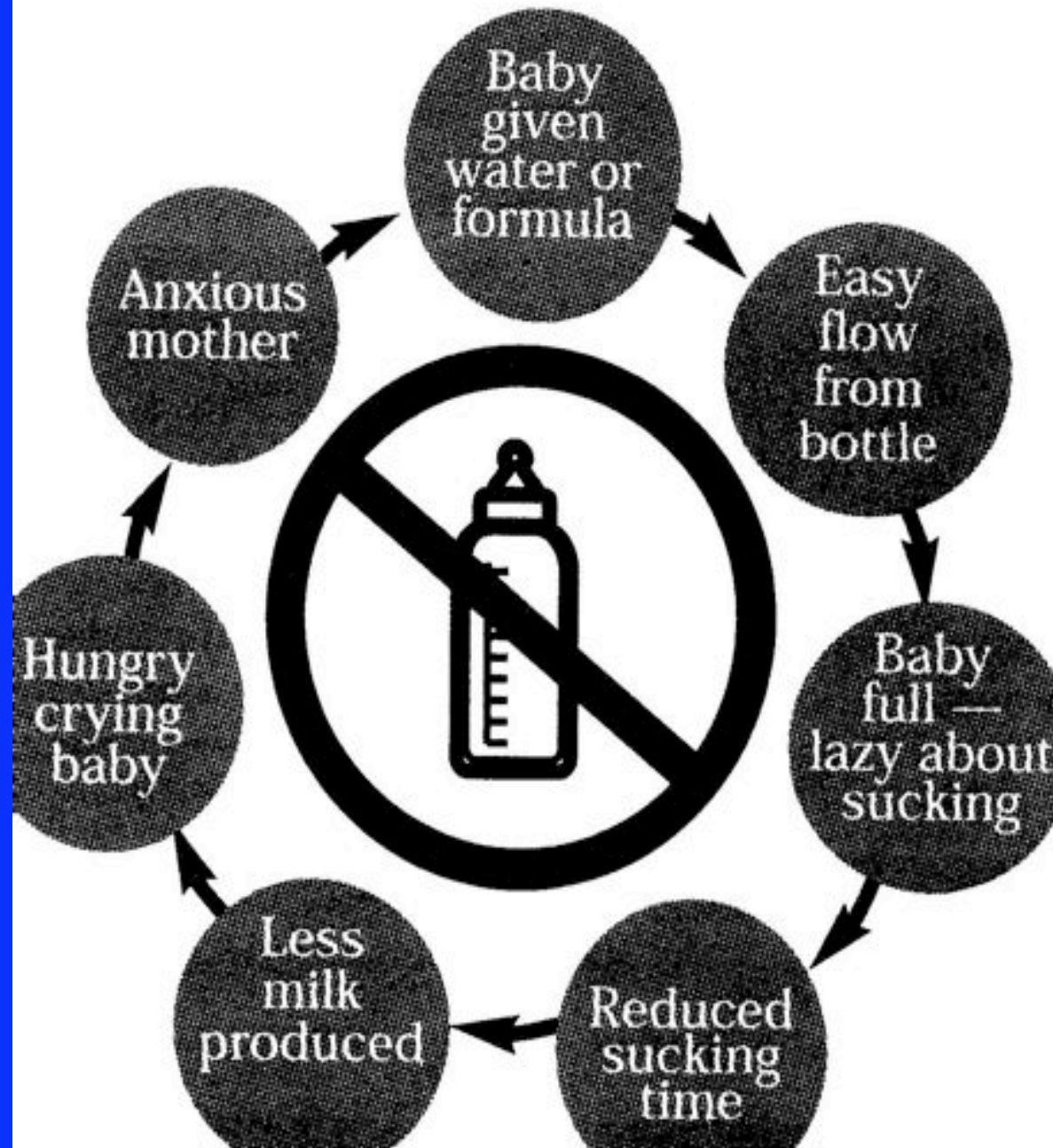
NUK

Understanding Life

Call 1-888-NUK-1234 or visit
www.nuk.com or www.gerber.com

- Avoid artificial nipples
- Explain rationale
- Give strategies for soothing babies

Why No Bottles?



Most common reason women quit breastfeeding

Insufficient Milk supply
perceived or actual
25% visits to
breastfeeding clinic
are for perceived
inadequate milk
supply



Normalize weight loss at birth

- It is normal for newborns to lose weight.
- Anything more than 7% should flag a thorough assessment of infant hydration and breastfeeding consult.
- Supplementation should only occur if medically indicated
- Once milk volume increases babies should be gaining $\frac{1}{2}$ to 1 ounce daily for the first 3-4 months

Signs baby is getting enough

SIGNS OF A GOOD LATCH

- No pain 
- Jaw action 
- Sounds of swallowingah.....ah.....ah.....
- Baby finishes spontaneously 
- 6 - 8 wet diapers (4 - 6 disposable) in 24 hours 
- Frequent feeds: 10 - 12 in 24 hours
am 1 2 3 ④ 5 ⑥ 7 8 ⑩ ⑪ 12
pm ① 2 ③ 4 5 ⑥ 7 ⑧ ⑨ ⑫
- Variation between feeds 
- Growing 4 - 7 ounces (120 - 220 grams) per week 

What does normal feeding look like?

- Women often interpret feeding frequency and cluster feeding as indications they do not have enough milk.
- Reframe...these are indications that feeding is going the way it should
- Throw away the clock.

Do you or
anyone you
know eat the
exact same
amount every
4 hours?

Why do we
expect babies
to do this?



Feeding Cues

Feeding Cues

Baby Cue	Stage of Readiness
Wiggling	Early
Rooting	Early
Tongue	Mid
Restless Cry	Mid
Tired Cry turns red refuses feeding	Late



Nipple Pain

Top reason women quit breastfeeding



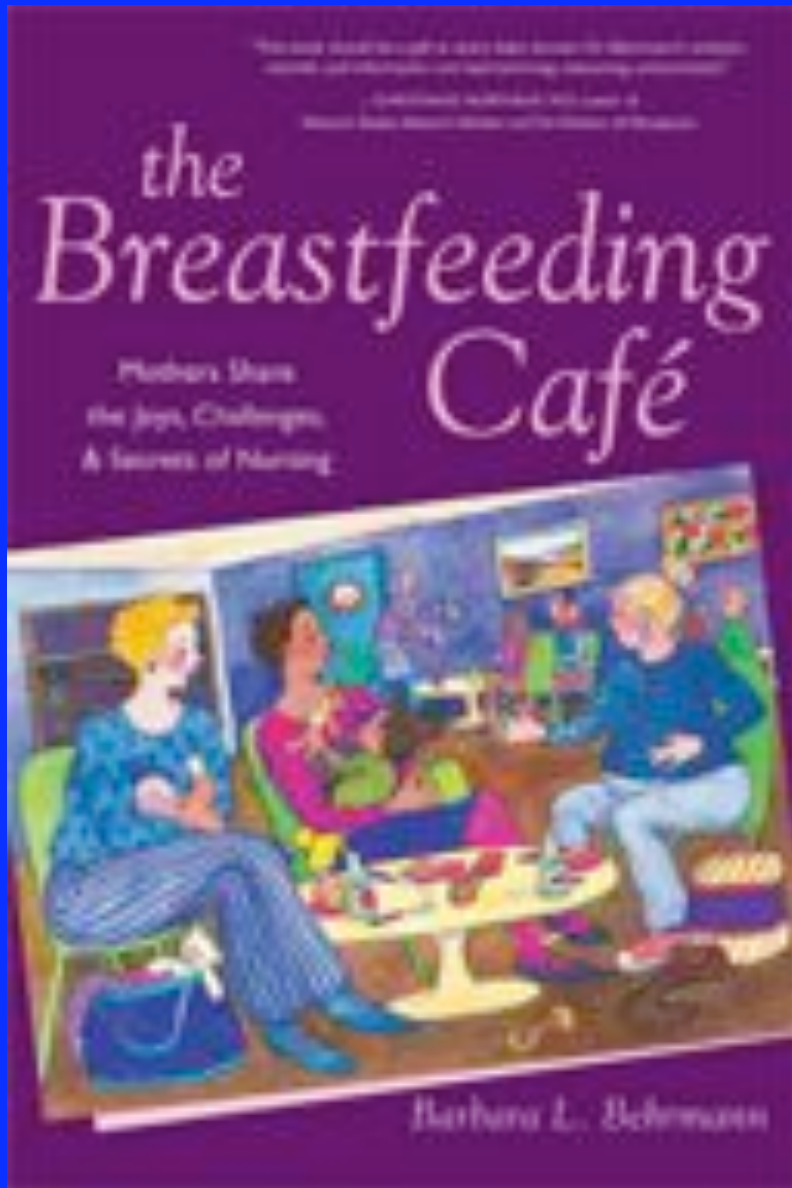
Reasons Pediatricians Recommend Mothers of Fullterm Infant to Not Breastfeed or to Discontinue Breastfeeding (% respondents)

Mother is HIV-infected or a drug abuser	91
Medications taken by mother may be harmful to infant	90
Mother opposes breastfeeding	58
Mother has breast infection (mastitis)	23
Mother has nipple problems	20
Mothers' milk supply seems inadequate	19
Infant's slow weight gain	17
Poor health of baby	13
Jaundiced infant	8
Mother is too young or immature	7
Mother has cracked nipples	6
Other	<5

Good latch is everything!



Do refer to support groups



- Mounting research confirms that peer support groups increase breastfeeding exclusivity and duration for all women even those who are disadvantaged and low income.
- Le Leche League
- Breastfeeding Drop Ins
- Mom's groups

Don't make it complicated

To help with your feeding choice, please see our -
Breastfeeding Guide



Keep it Simple

Mothers and Babies belong together.
Breasts were designed to feed babies
Babies are born to breastfeed



Supply and Demand

UNCOVERING BREASTFEEDING IN AMERICA