



Frames

“Mental structures we use to integrate new information into our brains in a coherent way. New information – whether a word, image or action – triggers concepts already familiar to us.”

Talking About Breastfeeding: Why The Health Argument Isn't Enough. L.Dorfman et al, Berkley Media Studies group, Issue 18 May 2010.

Breastfeeding in the most narrow frame

' Good Mother'

Results of this perspective

- All the pressure is on the individual mother
- Intense **anti or pro** breastfeeding sentiment – most often from women
- Sensationalist press
- Industry capitalizes

Expanding the Breastfeeding frame expands the responsibility

spouse, family, society, health care system, government etc...

Successful Breastfeeding Requires Support

“...increasing exclusive breastfeeding rates and decreasing health disparities is only possible if women’s efforts to breastfeed are supported by structural changes at the policy level. These efforts include eliminating the marketing of free formula, improving staff training and breastfeeding policies at hospitals, reducing language, culture and income-based barriers to breastfeeding support services, and expanding legislation that supports breastfeeding by working mothers.”

Talking About Breastfeeding: Why The Health Argument Isn't Enough. L.Dorfman et al, Berkley Media Studies group, Issue 18 May 2010.

Global Initiatives to Protect Breastfeeding:

- The International Code of Marketing of Breastmilk Substitutes 1981 & WHA Resolutions
- **Baby Friendly Hospital Initiative** 1991
- Global Strategy for Infant and Young Child Feeding WHA 18th. May 2002

Guiding Principles

- Informed decision making
- Promoting and sharing evidence-based and best practice
- Support breastfeeding across the continuum of services through collaboration
- Working toward empowerment and public participation

Improved breastfeeding outcomes for mothers and babies

Hospitals/birthing centers, community health services: 75% of term well babies are exclusively breast-fed on discharge into community



No more than 5% drop off at 2 weeks = 70%

Improved outcomes for *all* mothers and babies

All the same benefits of :

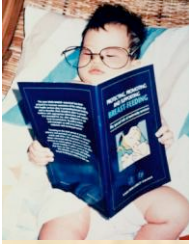
- Early contact - Skin to skin
- Informed decision making & support
- One on one teaching – (formula preparation and cue - based infant feeding)
- Confidence and self efficacy
- Freedom from commercial influence

The 10 Steps

- **Protect** - Breastfeeding policy and practice guidelines, Code & Resolutions Collaboration
- **Promote** - Prenatal ed. Staff ed. Informed decision making
- **Support** - Early & often Effective Exclusive Appropriate complementary feeding from 6 months of age Continuum of care, peer support etc.

Policy = accountability
Sets standard

2. Staff Education



- Attitude shift
- Practical skills
- Consistency
- Informed decisions

=

fewer problems & less unnecessary supps.

=

more exclusive breastfeeding

3. Inform Pregnant Women



- Informed decision making
- Empowerment
- Self efficacy

= motivation, understanding, centre of the care team

= more exclusive breastfeeding

“Skin to skin initiates organized, predictable, sequential, pre-feeding behavior that leads to effective, coordinated suckling”



Earlier and more organized pre-breastfeeding behaviors (Widström, 1993; Matthiesen et al., 2001)
 PEDIATRICS Vol. 102 No. 5 Supplement November 1998, pp. 1244-1246
 RESEARCH PERSPECTIVES: Mother and Infant: Early Emotional Ties Marshall Klaus

Skin to skin... we really 'otter' do it 😊



Step 8. Encourage sustained breastfeeding beyond six months with appropriate introduction of complementary foods



10. Breastfeeding support & collaboration



Maternal confidence

Adequate, available support from all sectors

Societal acceptance and support

Breastfeeding is the norm

The 5 Pillars...

- **Build Healthy Public Policy**
- **Create Supportive Environments**
- **Strengthen Community Action**
- **Develop Personal Skills**
- **Reorient Health Services**

Baby Friendly Initiative



The Baby Friendly Initiative is a social change goal -

Supporting families to achieve successful breastfeeding for the health and well being of society.