



The Maryland Department of Health and Mental Hygiene Hospital Breastfeeding Policy Maternity Staff Training Program

Protecting Breastfeeding
Session 14



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Objectives

- › Describe strategies that protect breastfeeding as a public health goal
- › Understand the International Code of Marketing of Breast Milk Substitutes and its impact on breastfeeding
- › Identify the health worker's role in recognizing and preventing marketing practices that undermine breastfeeding
- › Understand the importance of breastfeeding in emergency situations

International Code of Marketing of Breast Milk Substitutes


- › Prohibits marketing of infant formulas and infant formula-related products to the public
- › Provide education that is impartial, free of formula marketing, and evidence-based
- › Provide information on risks of formula that are mitigated by breastfeeding



Source: Maryland's Program


Paying for Formula

- › Ethical issues of accepting free products



The Effects of Formula Marketing in the Healthcare Setting

- › Free formula samples
- › Formula company diaper bag "gift"
- › Formula company educational materials
- › Promotional marketing give-aways for staff



Source: Maryland's Program

Marketing Healthcare



Breastfeeding in Emergencies

- › Support the continuation of exclusive and complementary breastfeeding
- › Emergency relief agency policies should ideally support, promote, and protect breastfeeding
- › Provide breastfeeding training to humanitarian workers, when possible
- › Include someone trained in breastfeeding support



Formula Use in an Emergency

- › Issues regarding preparation
- › Effects of formula on breastfeeding



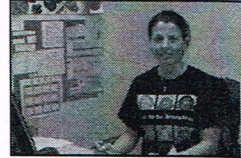
Donations in Emergency Situations

- › Encourage donations of donor milk
- › Exclude improper donations of formula
 - › Too much sent discourages breastfeeding
 - › Outdated product should not be used
 - › Product label in language of user
- › Encourage breast milk substitutes in ready-to-use form
 - › Reserve for families not breastfeeding



Conclusion

Promote Breastfeeding



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