

Abbreviated Tool for Screening Resources to Strengthen the Protection, Promotion and Support of Breastfeeding

The abbreviated screening tool provides an overview of factors to be considered when developing materials for the general population. Users are encouraged to consult the more comprehensive tool if creating written, audio or visual materials for prenatal or postpartum families and families with young children.

If the reviewer is uncertain if the material is consistent with BFI messaging, the BCC is available to provide assistance. Please contact bfiassessment@gmail.com.

Key Message		
Canadian children are breastfed.	<p>Exclusive breastfeeding is recommended for the first 6 months of life and continued breastfeeding, with the addition of appropriate complementary foods, up to age 2 years and beyond.</p> 	<p>Formula feeding is almost as good as breastfeeding and a great option for babies and families.</p> 
Breastfeeding is learned.	<p>Learning takes time and it is okay to get help from other breastfeeding mothers and professionals if needed.</p> 	<p>Breastfeeding is challenging and can cause problems for mothers such as sore nipples and problems for babies such as not getting enough milk. Formula feeding is easier and others can help.</p> 

Key Message		
<p>Mothers and babies should stay together whenever possible.</p>	<p>Mothers and babies should be together in the same room so that mother can get to know her baby's cues and respond in a timely way.</p> 	<p>Mothers need rest and other family members and friends can help by feeding baby if hungry.</p> 
<p>Babies need to be free to move their arms and legs and demonstrate feeding cues if hungry.</p>	<p>Babies communicate by moving and making sounds. When mother sees the baby beginning to move or hears the baby stirring, she can respond to baby's early cues. This helps baby feel secure which is important for infant health, wellbeing and development.</p> 	<p>Swaddling baby and using a pacifier keep baby calmer, results in less crying and helps baby sleep longer.</p> 
<p>Family and friends can support the breastfeeding mother without feeding her baby.</p>	<p>Preparing meals, doing laundry and other household chores, running errands, and watching older children are great ways to help mother.</p> <p>If mother is tired bring baby to her and encourage her to breastfeed in bed. Help her by burping baby, diapering baby, and cuddling baby after the feeding.</p>  	<p>Mothers are often exhausted and need rest. By feeding the baby you give mother a break and the baby often sleeps longer if fed formula.</p> 

Key Message	Go	STOP
<p>Breastfeeding in public places is a human right in Canada.</p>	<p>Images should show mothers and babies of various cultural backgrounds, lifestyles and ages breastfeeding in public places such as parks, restaurants, shopping centres etc.</p>  <p>International breastfeeding symbol</p>	<p>Breastfeeding is a private matter. If baby needs to feed when out in public the mother must cover up, go somewhere to breastfeed where she won't be seen, or feed baby by bottle.</p> 
<p>Women and families have the right to evidence informed information that is current and free of commercial endorsement. This facilitates the making of informed decisions.</p>	<p>Information about formula feeding should be generic and not supportive of any one brand. When a particular brand is mentioned it implies endorsement of that brand. Education about formula feeding and the use of bottles and artificial nipples, including pacifiers, must be done individually. This gives the parent time to ask questions and seek clarification about any concerns and enables the health care provider to determine if the parent understands the information.</p> 	<p>Marketing is very influential and strategies such as branding, the use of logos, and the giving of coupons and free samples promote brand loyalty and improve company profits.</p>  <p>Group teaching about formula feeding and the use of bottles and nipples saves time and people can learn from others in the group.</p> 