

INFACT  
Canada



IBFAN  
North  
America

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**Newsletter**  
**Winter 2003**

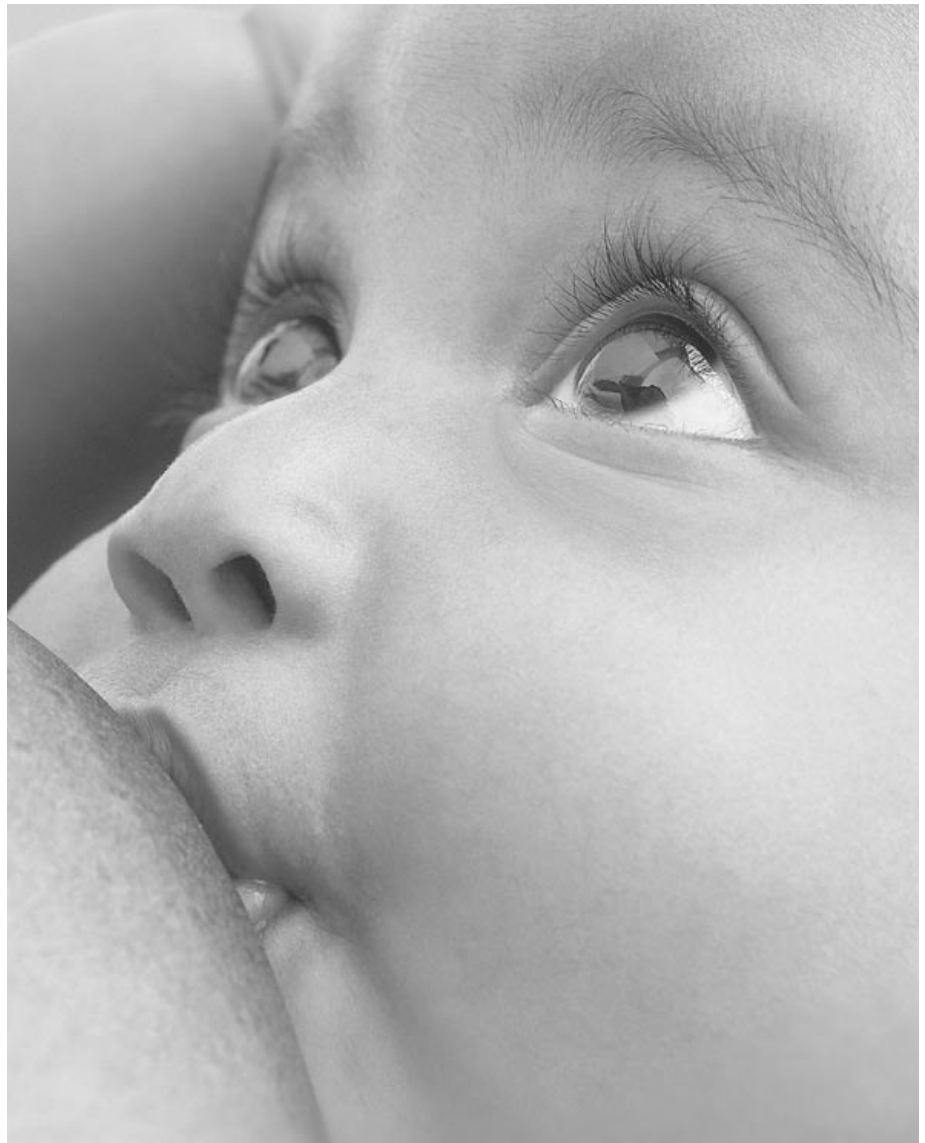
## From Birth to Breast

**R**ecognition of the indispensable continuum between birthing and breastfeeding was importantly entrenched in the now globally adopted WHO/UNICEF Ten Steps to Successful Breastfeeding<sup>1</sup>. Helping mothers to initiate breastfeeding immediately after birth is gradually becoming the norm as former priorities of delivery room routines such as measurements, medications and baths fade in importance. In contrast, there is the extraordinary and miraculous journey of a newborn infant in a quest to find her mother's breast. This unparalleled skin-to-skin journey and perhaps the most important journey of her life has long lasting impact for both the newborn baby and her mother.

**Her mother's touch and heartbeat, her mother's soft and familiar voice, and the reward of sweet colostrum, after an exploration of nuzzling and rooting, are her first post birth relationship experiences.**

Relearning this journey of birthing and breastfeeding is, with the realization of how far we have strayed from normal human behaviour, the critical goal of the Baby-Friendly Hospital Initiative. There is much to learn about this journey and its profound impact for mother and baby

Hospital routines described in Sweden in a 1960s pamphlet<sup>2</sup> were not much different from what Canadian mothers had been subject to: "The



Skin-to-skin contact between mother and baby immediately after birth facilitates exclusive breastfeeding.

infant is brought to the mother on scheduled time, well-wrapped with only face and hands visible, and has to be satisfied within a certain time limit. If the breast milk should not reach requisite amounts, we have such good infant formula nowadays that the baby's health is not gambled with."

Fortunately for all of us, Swedish researchers, realizing the important relationship between suckling and milk production, decided to investigate what happens during labour, birth and immediately post-partum. In particular, they examined the role of oxytocin. As hormones go, this maternal hormone, secreted in large amounts, performs a pivotal role in early suckling. Its production is stimulated by skin-to-skin contact and is the catalyst in the emotional bond between mother and infant.

#### Notes:

1. World Health Organization.

**Protecting, Promoting and Supporting Breastfeeding: the special role of the maternity services.** A joint WHO/UNICEF statement. Geneva: WHO, 1989

2. Widstrom AM in **Studies on Breastfeeding: Behaviour and Peptide Hormone Release in Mothers and Infants. Applications in delivery and maternity.** Department of Pediatrics, Karolinska Institute, Stockholm, Sweden, 1988

### Some important facts

When mothers received labour analgesia, the infants' hand massage movements were less frequent, and they were less likely to breastfeed within the first two and a half hours after birth. As well these infants had higher temperatures and cried more. Thus analgesics given during labour, reduce spontaneous breastfeeding behaviours and increase baby's temperature and crying.

Ransjo-Arvidson AB, Matthiesen AS, Lilja G, Nissen E, Widstrom AM, Uvnas-Moberg K. **Maternal analgesia during labor disturbs newborn behavior: effects on breastfeeding, temperature, and crying.** Birth 28:20-21, 2001

Ten vaginally delivered infants whose mothers had not been exposed to maternal analgesia were video-recorded from birth until the first breastfeeding. When the infants were sucking, the massage-like hand move-

ments stopped and started again when the infants made a sucking pause. Periods of increased massage-like hand movements or sucking of the mother's breast were followed by an increase in maternal oxytocin levels. The results show that newborns use their hands as well as their mouths to stimulate maternal oxytocin release. This may have a significant effect on uterine contraction, breastmilk production, and mother-infant interaction.

Nissen E, Matthiesen AS, Ransjo-Arvidson AB, Uvnas-Moberg K. **Postpartum maternal oxytocin release by newborns: effects of infant hand massage and sucking.** Birth 28:13-19, 2001

"The most appropriate position of the healthy full-term newborn baby after birth is in close body contact with the mother," is the conclusion of a study that looked at the crying behaviours during the first 90 minutes of life in three situations: when skin-to-skin with the mother; when in a cot; when in a cot for 45 minutes and then skin-to-skin with the mother. The results showed that infants cried when physically separated and stopped when reunited with the mother. This newborn cry is not dependent on a previous learning experience and is similar to other mammalian "separation distress calls."

Christensson K, Cabrera T, Christensson E, Uvnas-Moberg K, Winberg J. **Separation distress call in the human neonate in the absence of maternal body contact.** Acta Paediatr 84:468-473, 1995

Eight women's experiences were tape recorded to elucidate mothers' experiences related to separation from their newborns during their first week of life. Their full-term newborns had been treated in the neo-natal intensive care unit for between two and 10 days and then declared healthy and sent home. The women's narratives revealed that their experiences had caused them emotional strain and anxiety. From the analysis, three themes emerged: "being an outsider" was based on feelings of despair, powerlessness, homelessness, and disappointment; "lack of control" included emotional instability, threat, guilt, and insecurity; "caring" included trust, love, anxiety, relief, and close-

ness. Separating a mother and her newborn during the 1st week of the child's life involves much emotional strain for the mother, even though the newborn is not seriously ill.

Nystrom K, Axelsson K. **Mothers' experience of being separated from their newborns.** J Obstet Gynecol Neonatal Nurs 31:275-82, 2002

This Polish study is yet another confirming the importance of mother-infant skin-to-skin contact immediately after birth. Using a prospective cohort study design, 1250 Polish children were followed for three years to determine the influence on breastfeeding practice of skin-to-skin contact after delivery. Infants who were kept with their mothers for at least 20 minutes were exclusively breastfed for 1.35 months longer and weaned 2.10 months later than infants who received no such contact after birth. In conclusion, extensive mother-infant skin-to-skin contact lasting more than 20 minutes after delivery increases the duration of exclusive breastfeeding.

Mikiel-Kostyra K, Mazur J, Boltrusko I. **Effect of early skin-to-skin contact after delivery on duration of breastfeeding: a prospective cohort study.** Acta Paediatr 91: 1301-1306, 2002

Epidural anaesthesia, commonly administered to women in labour, is known to affect breastfeeding. Mothers receiving epidural anaesthesia were compared to mothers not given anaesthesia during labour. Two successful breastfeedings within 24 hours of age were achieved by 69.6 per cent of mother-baby pairs who had received epidural anaesthesia compared with 81.0 per cent of mother-baby pairs who had not. Infants of mothers who had had epidural anaesthesia were significantly more likely to receive a bottle supplement during their hospital stay. In conclusion, epidural anaesthesia during childbirth had a negative impact on breastfeeding in the first 24 hours of life. ❖

Dennis J. Baumgarder, MD, Patricia Muehl, RN, MSN, Mary Fischer, MS, Bridget Pribbenow. **Effect of Labor Epidural Anaesthesia on Breast-Feeding of Healthy Full-Term Newborns Delivered Vaginally.** J Am Board Fam Pract 16:7-13, 2003

# Anne McLellan responds to the INFACT Canada report

*Out of the Mouths of Babes: How Canada's Infant Foods Industry Defies  
World Health Organization Rules & Puts Infant Health at Risk*

**I**n a letter dated January 28, 2003, Canada's Minister responsible for Health Canada, Anne McLellan, informs us:

*"As a Minister of Health, I appreciate your dedication to the issue of breastfeeding. Health Canada recognizes the benefits that are attributed to breastfeeding and remains committed to ensuring that children are given the best possible start in life.*

*"The Food and Drugs Act prohibits the labeling or advertising of any food in a 'manner that is false, misleading or deceptive or is likely to create erroneous impression regarding its character, value, quantity composition, merit or safety.'*

*The regulations prohibit any representation on the label of a food, that a food is for consumption by an infant less than six months of age. This [latter] prohibition does not apply to infant formula.*

*"Your report has been forwarded to my departmental officials for their review and any required action. I am forwarding a copy of your report to my colleague, the Honourable Lyle Vanclief, Minister of Agriculture, and Allan Rock, the Minister of Industry, as this document also pertains to issues that are the mandate of their respective departments."*

We look forward to hearing from the Minister on what action she will require. ❖

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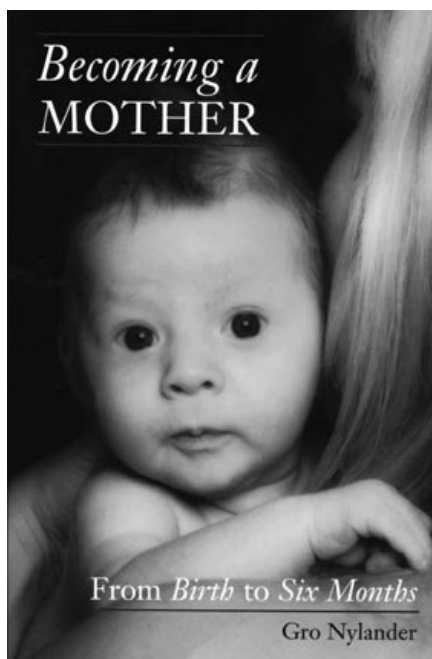
## Becoming a Mother

*Everything you need to know  
about motherhood  
and the baby's early life!*

**G**ro Nylander, producer of Canada's favourite breastfeeding video, *Breast is Best*, obstetrician and mother has just released her new book, *Becoming a Mother*. Here Dr. Nylander, in the same comfortable, confidence-building style we loved in the video, integrates her personal experiences of motherhood with the best of modern research. From the moment of birth through to the first six months, she covers topics such as:

- starting breastfeeding
- dad's role in the postpartum
- breastmilk as medicine
- the pacifier — friend or foe?
- infant development
- nutrition for mother and baby
- bonding with your baby
- bottle babies
- exercise, sex and contraception

*Becoming a Mother: From Birth to Six Months* is available for \$23.95 from INFACT Canada. ❖



## *Dangerous liaisons — two examples on why free supplies and gift packs must be eliminated*

■ **One mother wrote:** "In November 2002, a close friend was prevented from breastfeeding her newborn for three days while he was monitored for hypoglycemia. She was told that their hospital routine was too important to disrupt for breastfeeding."

■ **Another mother wrote:** "During a recent hospital stay for an ectopic pregnancy I was placed on the 'Maternity Ward' where I was not allowed to have my nine month old infant to breast feed. I understand she was not a newborn and in spite of requesting a private room to alleviate the contamination of germs etc. my request was denied.

"During a follow up visit to my family doctor I was given a free kit from Nestlé that contained formula among other things. I declined the gift as I said I did not need it. In both places they state that they are breastfeeding friendly but also clearly they are formula friendly as well!

"I know that both places have information on breastfeeding support because I gave them posters etc. from La Leche League but [they] did not display them. When I inquired, they both said they only give out the information to women who may be experiencing difficulties and did not promote it to women who appeared to have no problems breastfeeding." ❖

# Fattening the bottom line

## Who is monitoring Mead Johnson's health claims?

**M**ead Johnson's hard-line marketing for its fat altered formulas has those working with pregnant women and new mother-baby pairs enraged.

One nurse/lactation consultant writes: "...our formula is supplied by Mead Johnson. The company has informed us that they will be only supplying Enfamil A+ versus Enfalac With Iron. We have many concerns about this not only from a service contract perspective but also from an ethical/moral perspective. Can you enlighten me about Health Canada's process whereby they have approved this formula? Any assistance would be greatly appreciated as we are really angry at Mead Johnson's handling of this and want to stand our ground on this issue."

Others too are venting their anger as the Mead Johnson promos and formulas make fraudulent nutrition and health claims, positing their product to be like breastmilk. And importantly they ask, where is Health Canada? Who is regulating

these claims?

Mothers too are feeling the heat. Mary Siever of Lethbridge, in a letter to Mead Johnson writes, "This weekend I noticed three advertisements for your formula A+. At first I thought this was the individual stores only, but after seeing your little blurb about how it increases

tion of the WHO International Code of Marketing of Breastmilk substitutes."

### And what about Health Canada?

A letter dated January 28, 2003 from Anne McLellan Minister responsible for Health Canada, to INFACT

#### Enfamil A+ formula price jump:

	Price per can	Can weight or volume	Price/(ml or g):	Enfamil A+ price jump
<b>Powder (large can)</b>				
Brand A with iron	\$24.99	900g	\$0.038	33%
Brand B with iron	\$24.99	900g	\$0.0278	33%
Mead Johnson Enfalac with Iron	\$23.99	850g	\$0.0288	31%
Mead Johnson Enfamil A+	\$26.99	730g	\$0.037	
<b>Concentrated</b>				
Brand A with iron	\$3.29	385ml	\$0.0089	21%
Brand B with iron	\$3.49	385ml	\$0.009	14%
Mead Johnson Enfalac with Iron	\$3.29	385ml	\$0.009	21%
Mead Johnson Enfamil A+	\$3.99	385ml	\$0.010	

Data based on prices obtained from Shopper's Drugmart in the Eaton Centre (Downtown Toronto) on March 12, 2003.

*IQ, I realised this must be a promotion of Enfalac (Mead Johnson). As I am sure you are VERY aware, advertising, marketing of breastmilk substitutes is in direct viola-*

Canada, clearly spells out what Mead Johnson may not do.

"The Food and Drugs Act prohibits the labeling or advertising of any food in a 'manner that is false, misleading or deceptive or is likely to create erroneous impressions regarding its character, value, quantity composition, merit or safety.'"

Yet, we ask, who is minding the store? How is it that these claims and labeling infractions, which so obviously violate the Food and Drugs Act, are made with audacity and seemingly without penalty? Should they not be accountable to Canada's laws and regulations and especially the high cost of infant illness attributed to their products?

### Higher costs

Mead Johnson will expect its market share to increase as it turns up the heat in its campaign to compete with breastfeeding. It also expects to increase its bottom line by increasing the cost of its product. A cost comparison in Canada of the altered formulas to other routine formulas, shows a retail price increase of 20 to 30 per cent [see chart]. Mothers, thinking they are buying the best formula for

## Questions of efficacy continue

In the USA where the Lipil-enhanced formulas were first launched, the ability of these formulas to perform as claimed has been questioned. In a briefing document the California WIC (Women, Infants and Children) Association raises this question: "The hypothesis is that formulas enhanced with DHA and ARA may promote improved visual and mental development outcomes in formula-fed babies, more similar to breast-fed babies. However, research also indicates that infants can synthesize DHA and ARA from other precursor dietary components, namely linoleic and linolenic acids. Research cited by Mead Johnson's competitor, the Ross Company, show similar outcomes with their standard and lipid-supplemented formulas.

"No long-term studies have been completed to confirm the need for lipid enhancement and the absence of adverse effects. The Food and Drug Administration (FDA) allowed the formulas with a request that formula companies continue long-term studies."

Further, the WIC Association raises the following concern: *formulas have the potential to affect the health, growth and development of a large population. Therefore, decisions must be based on sound and conclusive scientific evidence.*

### Possibility of negatively affecting breastfeeding rates

WIC is concerned that the lipid-enhanced formulas will be a disincentive to breastfeed, if parents perceive them to be interchangeable with breast milk. WIC's primary goal in infant feeding is to promote breastfeeding. Unfortunately, some parents assume that lipid-enhanced formulas are "breast milk formula." They think that Enfamil Lipil is made from breast milk, or is "just like breast milk." They may not realize that infant formula does not replicate the unique benefits of breast milk. These misperceptions may weaken parents' motivation to breastfeed their infants.

their babies, will purchase these price-inflated formulas, not understanding the emptiness of the claims.

In the US, the product is priced from 15 to 30 per cent higher than comparable infant formulas.

### And what does Mead Johnson tell those who question their claims?

*"We want to assure you that the health of infants is first and foremost in Mead Johnson's business practices and that Mead Johnson Nutritionals endorse and support breastfeeding as the superior form of infant nutrition in all of our marketing activities. The intent behind the promotion of Enfamil A+ is not to persuade mothers to bottle-feed, nor to suggest in any way that formula feeding is superior, easier, less costly or more socially acceptable." ❖*

—Mead Johnson's Lynda Scullion, Consumer Resources Centre, to Mary Siever, January 22, 2003

## Mead Johnson recall of formulas with altered fats

**M**ead Johnson's new formula which has already come under severe criticism in the US because of increased gastrointestinal side effects, came under product recall there recently. The product was found to be contaminated with *Enterobacter sakazakii*, a virulent pathogen that can cause sepsis, meningitis, or necrotizing enterocolitis in newborn infants, particularly premature infants, or infants with weakened immune systems.

Mead Johnson's product under recall is a formula the company recommends for premature infants. ❖

### Exclusive breastfeeding: the only water source young infants need

**T**he misconception that exclusively breastfed infants need additional water especially during hot weather continues despite scientific evidence to the contrary. In many parts of the world other liquids such as teas, sugar water, juices and gruels are routinely given to infants as early as the first month of life. Studies in Peru showed that 83 per cent of infants were fed water and teas during the first month of life. Surveys in the Gambia, the Philippines, Egypt and Guatemala report over 60 per cent of newborns receiving supplementary fluids to breastmilk.

Although cultural and spiritual practices account for some of these practices, the advice of health workers also influences the use of supplementary fluids. Midwives in Ghana advised the giving of water to all infants immediately after birth; nurses in Egypt advised mothers to give sugar water after delivery and in Canada about 50 per cent of hospitals reported the practice of supplementation with water, glucose or infant formula<sup>1</sup>.

In order to address this "myth," Linkages, the U.S.-based Academy for Educational Development has

## Myth buster

issued a FAQ fact sheet entitled, *Exclusive Breastfeeding: The Only Water Source Young Infants Need*.

The publication recommends communicating the message: **Don't Give Water**

- > Make clear the meaning of exclusive breastfeeding.
- > Take ideas often associated with water and apply them to colostrums.
- > Explain why exclusively breastfed babies do not need water.
- > Point out the risks of giving water.
- > Link good breastfeeding practices to adequate liquid intake.

**The full document is available on the Linkages website at [www.linkagesproject.org](http://www.linkagesproject.org)**

Healthy newborns enter the world well hydrated and remain so if breastfed exclusively, day and night, even in the hottest, driest climates. Nevertheless, the practice of giving infants water during the first six months — the recommended period for exclusive breastfeeding — per-

sists with dire nutritional and health consequences. This FAQ discusses these consequences and the role of breastfeeding in meeting an infant's water requirements. ❖

#### Reference

1. Hanvey L. Levitt C. Survey of Routine Maternity Care and Practices in Canadian Hospitals. CICH and Health Canada. 1995



Breastmilk: the only food and drink a baby needs

# Vertical integration it's called!

*What we learn about the commodification from a parenting magazine*

I just bought Parents magazine (December 2002) for a game I was doing on barriers to breastfeeding — this one had to do with the bottle feeding culture and the formula industry. I counted:

- 3 formula ads
- 1 doll with a bottle ad
- 1 bottle/cup ad (showed a breast pump)
- 1 article on searching for the right formula
- 1 article on To Nurse or Not — a nine month who is taking forever to eat
- 1 article on birth-day basics (on procedures) — mothers only get babies 30 min. before they are put in nursery unless mother is "rooming-in"
- 1 article on how eyesight develops (right before the Goodstart ad) doesn't mention breastfeeding

The ironic thing is (which is also part of the game) is:

- 1 article on severe allergies
- 1 ad for itchy skin relief
- 1 ad for eczema ointment
- 1 ad for ear drops
- 1 ad for inhaled steroid for asthma
- 1 ad for inhaled non-steroid for asthma
- 2 ads for a humidifier
- 2 ads for Pedialite (right after article on stomach flu)
- 1 ad for vaporizer in a bottle
- 1 ad for Vicks
- 1 ad on natural alternatives for ear aches, respiratory & eczema
- 1 ad from Ross on the perils of RSV disease (no mention of the protective effects of breastfeeding)
- 1 ad for sanitary napkins
- 1 ad for birth control patch
- 1 ad for thermal care menstrual patch — heat relief
- 1 article on financial feuds (with your partner)
- 1 article on surprising facts about stomach flu (they include don't

stop breastfeeding because that puts breastmilk and formula on an equal basis)

- 1 article on a crush on your baby's paediatrician — that would be a non-issue because mom who is breastfeeding wouldn't see her paediatrician often enough to nurture the crush.
  - 1 article on children who had transplants — perhaps some of them could have been prevented if they had been breastfed
  - 2 ads for cleaning products — breastfeeding means you don't have to be compulsive about cleaning (thank goodness).
  - 2 ads for toys which stimulate brain growth
- Sheesh — the formula industry is not the only one who profits — look at all those other companies who profit from unnecessary formula use. It also normalizes illness.

—Linda Rhomph of Manitoba ❖

## World Breastfeeding Week 2003: Breastfeeding in a Globalized World for Peace and Justice



"Breastfeeding is about peace and justice. It is the natural, universal and peaceful way of nurturing our children. In a world often wracked by injustice, violence and war, breastfeeding can be a sentinel of peace — inner peace, peace with other people and peace with the environment."

—Anwar Fazal, Co-founder of WABA and IBFAN, Right Livelihood Award recipient, 1982



## National Annual Breastfeeding Conference 2003

### *Pathways to Exclusive Breastfeeding*

Our jointly sponsored annual breastfeeding conference will again be held at Humber College, Toronto on June 5 and 6. Conference keynote speakers will include Frances Jones on human milk banking; Anna Coutsoudis from South Africa to discuss the issues of infant feeding in the face of the HIV epidemic; Sharon Dell to present the latest on breastfeeding and reduced risk of asthma; and Anna Marie Widstrom together with Kerstin Uvnas-Moberg will present their exciting research from Sweden on birthing practices and breastfeeding.

Register on time as the conference is fully subscribed every year!

Registration forms are mailed to previous attendees or can be downloaded from the INFAC website, [www.infactcanada.ca](http://www.infactcanada.ca) when it is posted.

Please note the Ontario Breastfeeding Committee will be offering a Friday June 6 early morning networking opportunity, "Meet with Ontario" for Ontario participants from 8:00 am to 8:45 am. For further information please contact: Jean Samuel at 416-691-7511 or [jeansamuel@rogers.com](mailto:jeansamuel@rogers.com). ❖

## Move to curb soy formula milk sales

In Britain, the safety of soya-based infant formula milk has recently been called into question by the government's scientific advisers, in a move that could result in it being available only on prescription.

They fear children's sexual development and fertility as adults might be affected if they take the products during their first few months of life.

About one in 50 babies who are not breastfed are given soy formula. In Canada up to 20 per cent of infants are given soy formulas.

The advisers say there is "clear evidence" of potential risk from using the products and no evidence that the products confer any health benefit. There is no medical need for it either, they say, since other therapies could be prescribed for infants allergic to cow's milk protein.

Members of the scientific advisory committee on nutrition believe studies suggesting harmful effects on the sexual development of marmosets, and "extreme discomfort" in menstruation for women who had been fed soy formula years before, are cause for "significant concern."

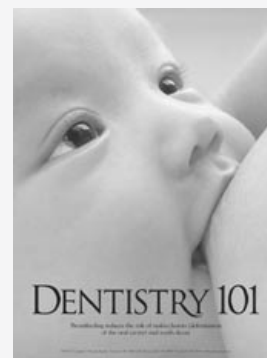
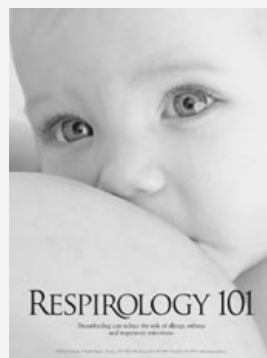
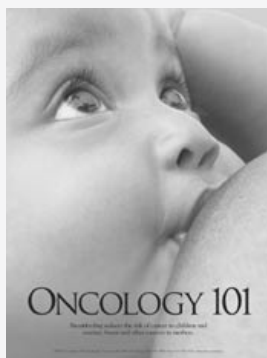
The use of the soy formula is already officially discouraged by the UK government. But the latest warnings about safety go much further than previous ones.

The tougher stance on soy formula comes from part of a far wider review of evidence of the health risks and benefits of chemicals called phytoestrogens. These oestrogen-containing compounds that naturally occur in foods such as soy, may mimic or disrupt hormones in our bodies. ❖

James Meikle, health correspondent,  
The Guardian, Saturday February 8,  
2003

## Ken Dryden champions breastfeeding in Saskatoon

Balancing Work and Family Alliance, Saskatchewan Labour, and the Canadian Association of Family Enterprises invited Ken Dryden – author, education critic, board member of the Vanier Institute for the Family, and the goalie of six Stanley cup wins with the Montreal Canadiens – to Saskatoon to address the issue of time for parenting. Ken spoke to an audience of 150 on March 14th. Fans, businessmen and service workers, many hoping to get his autograph, listened as he addressed the issue of time for parenting. Taking the child's point of view, he brought the audience's attention to the child's need for the breastfeeding relationship. He noted the close relationship between breastfeeding and development of language. Judith Martin, executive director for the Work and Family Unit, praised Ken for his remarks and plans to post them on the Department's web site shortly. [www.workandfamilybalance.com](http://www.workandfamilybalance.com) ❖

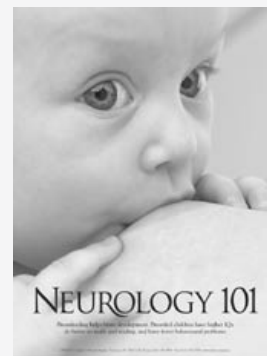


## Announcing INFAC's new (full colour) poster series, **Breastfeeding Benefits 101**

INFAC's new poster series, *Breastfeeding Benefits 101*, is making a big splash. The beautiful images of babies at the breast with messages highlighting the nutritional and immunological benefits of breastfeeding are a powerful means to promote society's acceptance of breastfeeding. The captions on the four, full-colour, 18" x 24" posters are:

- **ONCOLOGY 101** • Breastfeeding reduces the risk of cancer in children and ovarian, breast and other cancers in mothers.
- **RESPIROLOGY 101** • Breastfeeding can reduce the risk of allergy, asthma and respiratory infections.
- **DENTISTRY 101** • Breastfeeding reduces the risk of malocclusion (deformation of the oral cavity) and tooth decay.
- **NEUROLOGY 101** • Breastfeeding helps brain development. Breastfed children have higher IQs, do better in math and reading, and have fewer behavioural problems.

Order online at [www.infactcanada.ca](http://www.infactcanada.ca) or phone (416) 595-9819. ❖





# Canada Celebrates Breastfeeding!

*World Breastfeeding Week  
as communities across  
From Cornerbrook  
here's what*



Map courtesy Natural Resources Canada

## Breastfest

## Peterborough, Ontario

**B**reastfest here was fabulous — we got 40 mothers and 41 breastfeeding babies — which broke the Ontario record of highest number of breastfeeding pairs in one place. It was a huge success. We held it at the Galaxy movie theatre, where we showed our public service announcement that we had filmed earlier this summer. It showed various recognizable landmarks of Peterborough with breastfeeding pairs sitting in front of them, put together by our breastfeeding coalition.

We had one mother come really early and when I greeted her, she told me that she had taken the bus to get there and that was why she was early to make sure she made it. We had the press come and do some filming and interviews for the local TV station and newspapers. We had promoted it by having one radio spot beforehand and a couple of newspaper articles/interviews. And our MP, Peter Adams, brought along his wife, who had breastfed all their children. What a day!

I think the highlight for me (I was the MC) was the countdown, where we had two breastfeeding demonstrators at the front showing how, when latched, to put up a hand for the official counters to count. It was hilarious — especially the mom with two babies!

—Melisande Neal

## Most number of events

**P**arklands Region must be commended for the number of events. Community Health workers, co-workers and mothers were busy and

- INFACT Canada World Breastfeeding Week and Ontario Breastfeeding Promotion Committee
- Proclamation and photo was posted at the Health Services Office
- PSAs on events happening in our community were aired and Carol was interviewed on the local station, CKDM.
- The Breastfeeding Challenge was held on November 5 at the Dari-Dip (The sundae restaurant — five women and five babies participated) and 13 others came out in support of breastfeeding mothers, children, health professionals, Leche League leaders and members.
- The restaurant was provided with a sign on the “Anywhere, Anytime” campaign as a Breastfeeding Friendly sticker.
- Article outlining the breastfeeding benefits of breastfeeding to mothers in the “Links” PRHA newspaper.
- A basket of breastfeeding friendly items was presented to the lucky mother-baby pair at Rose du Lac. (The names of breastfeeding babies born that week were entered into the drawing.)
- The Métis women’s group in Barrow provided information on the current study which suggests that breastfeeding reduces the risk of type 2 diabetes in native children.
- The TOPS group rally in Roblin (for people) were provided information on how breastfeeding may reduce the risk of type 2 diabetes and should be supported and promoted in our communities (to grandchildren, children).
- “Something Good For Babies” stress management program for babies was presented to children at the event.
- All physicians involved in providing information on breastfeeding in the region were sent information on breastfeeding at the Leche League meeting information.

Week 2002 another success  
 Canada held events.  
 to Whitehorse —  
 t you did.

**Parkland Region, Manitoba**

ended for having organized the most  
 health nutritionist, Carol Schnittjer and  
 report:  
 its sent to all CHSO and members of Park-  
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region were  
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ing the importance of mother's milk for  
 ge 4 at the Duck Bay nursery school  
 ng care to women and children in the  
 breastfeeding as well as local La Leche



**Getting the word out**

**Guelph, Ontario**

**T**he Breastfeeding Coalition in Guelph decided to focus on making people aware of the help that is available for breastfeeding mothers. Local writer, Teresa Pitman, wrote articles for the two community newspapers, which were published during World Breastfeeding Week. One article featured three mothers and how they had found help to breastfeed successfully; the other answered common breastfeeding questions. Both included phone numbers and information to contact Lactation Consultants, La Leche League, Public Health and midwives for breastfeeding help.

The Coalition also arranged for bookstores and the public library to set up World Breastfeeding Week displays. They did have to explain to the staff that not all books about baby care are good sources of breastfeeding information! The displays had signs announcing World Breastfeeding Week and a selection of books about breastfeeding.

**Target child care centres**

**Toronto, Ontario**

**T**his year Toronto Public Health came up with a long list of great ways to celebrate and promote breastfeeding.

One in particular targeted child care centres — a great choice, since child care staff can play an important role in helping employed mothers continue breastfeeding after they return to work. In the past, many women have been frustrated when child care policies and approaches did not support them in breastfeeding. In October, 2002, Toronto Public Health mailed a new "Breastfeeding Friendly Child Care Centre Checklist" to over 800 child care centres in Toronto, along with a "Born to be Breastfed" poster, a fact sheet on "Storing Breast Milk/Thawing Frozen Breast Milk" and a "Breastfeeding and Returning to Work" pamphlet. The Checklist includes items such as "Remove toys or books that promote bottle feeding as the norm, such as dolls with bottles and pacifiers" and "Support mothers to maintain exclusive breastfeeding to six months."

**Other strategies:**

- Pixel Board Messages at two locations announced "Breastfeeding makes healthy mothers and healthy babies" and "Breastfed babies are healthier."
- The pay stubs for all city staff said "Every baby deserves breastmilk! Toronto Public Health Nurses can help — call 416-338-7600."
- Letters, pamphlets and posters were sent to community agencies working with mothers and babies.
- Press releases about World Breastfeeding Week were sent to newspapers, and Public Service Announcements (PSAs) were sent to local radio stations. The PSAs were the Moxy Frivous songs provided by INFACT.
- Public Health Nurses were given fridge magnets and copies of information sheets to use with the families they visit.

more 

## Canadian Breastfeeding Challenge winners

## Whitehorse, Yukon

**T**he Canadian Breastfeeding Challenge winners!! At last count, at the sites across Canada that reported, 772 women participated in eight provinces and one territory. When organizers worked out the number of attendees as a percentage of the birth rate Yukon came in first, Newfoundland second. Victoria, BC, had the most participants at one site and BC had the largest number of participants in one province. Congratulations to all.

"Those of us from Whitehorse know Yukon is where it's at, and now so does Canada," says Ann Chapman. "And all it took was three hours preparation, a good location, support from the business community and volunteer help."

At the appointed time of 11 a.m. October 25, 23 moms and babes, supported by a dad and grandma, were ready "to latch on."

Ann notes: "We also had a family arrive late (mom/dad and kiddies) but I couldn't count them and I had a mom leave a telephone message saying she was breastfeeding and it was 11 a.m."

BodyScents, Midnight Sun Coffee Roasters, and The Great Canadian Dollar Store donated prizes and interest was such that Aroma Borealis has already promised a donation for next year.

Ann attributes the success to the "aromatic" central location: a room over the Alpine Bakery. "It was great to have La Leche League leaders attend, and information from the Yukon FSA group and so many volunteers. Thanks to MaryBeth Sennett, Kelly Lemoine, Elizabeth Skanes from Canadian Prenatal Nutrition Program (CPNP) who came out to help when I really had no voice to speak of! Two CPNP program co-ordinators also showed up to provide support."

"We had great media coverage. I'm impressed with this mini project that took all of three hours to organize! I have lots of ideas for next year."

Colouring Contest CPNPs Healthy Moms, Healthy Babies program at the Teen Parent Centre participated in World Breastfeeding Week with their second annual children's colouring contest in a local paper (a clipart from [www.promom.org](http://www.promom.org)). It was a 10" x 14" picture of a mother breastfeeding her baby with the caption "World Breastfeeding Week 01-07 October 2002. Mommy breastfeeds our baby because human milk is made for baby humans."

"The colouring contest is a weekly insert and the paper was kind enough to accept our plea to have World Breastfeeding recognized," says CPNP Elizabeth Skanes. "This was a great promotion at no cost; in fact, the local Yukon News donates prizes as well to the colouring entry participants. Several teen moms, whose children are of the colouring/scribbling age, submitted pieces."



## Breastfeeding Challenge STATS

A total of 816 mother-baby pairs participated in the *Breastfeeding Challenge* at 47 sites across Canada in 10 provinces and one territory. Here are some other statistics: **Yukon** had the highest per capita number of mother-baby pairs with 23. **BC** had 444 women at 23 sites. **Ontario** had 119 women at seven sites. Co-ordinator Frances Jones of **Vancouver** aims to get the 74 women breastfeeding in **Victoria, BC**, into the Guinness Book of World Records for the greatest number of women breastfeeding in one place.

## Media coverage — Cornerbrook, Newfoundland

For World Breastfeeding Week we are having breastfeeding celebrations at four Healthy Baby Clubs with refreshments and playing the game "Who Wants to win at Breastfeeding?" (Think along the lines of Who wants to be a millionaire.)

We distributed the Infact Canada PSAs to our local radio stations and asked that they air them through WBW and also through the year from time to time.

We have asked local businesses with outdoor billboards to display breastfeeding friendly messages. (Not sure how



successful this was this year — didn't have a lot of time to get out there, but we will repeat the effort later.)

We have the Breastfeeding Challenge going ahead at five sites throughout our Region: Port Saunders, Deer Lake, Corner Brook, Stephenville and Port aux Basques. We've been well covered by the media: Full page coverage in the Western Star on Saturday, September 29, live radio interview on CBC radio on Friday, September 28, NTV interview for Wednesday, October 2 (or 3rd depended on physicians' strike news), and Rogers Cable TV interview for Wednesday, October 2. The media will cover our challenge events as well.

Our group in Port aux Basques held an open house on October 1 attended by approximately 90 people. Refreshments were provided by the Ladies Hospital Auxiliary. The local papers took pictures and covered the story as well.

—Kimberley Hancock



## Powered by Breastmilk — Cold Lake, Alberta

I just wanted to let you know what our breastfeeding group did to celebrate WBW here in Cold Lake, Alberta. Our breastfeeding group, Babies First, worked with a nurse at our local health unit and got our message out there in a variety of ways. Our community has a large banner which spans the "main drag" and can be used by groups to advertise functions. We had World Breastfeeding Week on the banner for two weeks. Our local paper ran the press release from the WBW kit and our mayor proclaimed WBW using the sample proclamation. Babies First put a display in the local shopping mall with a raffle for one of the breastfeeding pillows and "Powered by Breastmilk" T-shirts that we sell. We also had a display and raffle at the health unit. I did an interview with the local radio station that ran all day October 1 and we had a celebration at the health unit the same day with 17 moms and dads and 19 breastfed babies, toddlers and children. The local paper came and took a



picture which ran just this week (our paper comes out once a week). Most of the children proudly wore their "Powered by Breastmilk" T-shirts for the picture.

I am proud of our groups efforts to promote breastfeeding and this year, the importance of doing so was very apparent to me. Our local radio station, while running the interview about WBW, refused to play the Moxy Frivous public service announcements. The person in charge didn't think they were "suitable." As well, we received negative comments about our T-shirts, many from nurses working at the health unit! They don't think they are appropriate. We have a long way to go in changing attitudes.

On the plus side, I think that as Alberta's smallest city of 11,000 we did more than communities ten times our size. Breastfeeding is alive and well in northeastern Alberta!

—Heather Henson, Babies First

# West African monitoring reveals serious breaches by Nestlé, Danone and Wyeth

A joint project<sup>1</sup> of several international infant nutrition organizations, to monitor compliance to the International Code by West African manufacturers of infant formula and related products, found significant promotions of artificial feeding in clear violation of Code requirements. Breastfeeding for child survival is critical for West African infants and the promotion of artificial feeding by Nestlé, Danone and Wyeth, is putting infant lives at risk.

The survey notes that the infant formula marketing capitalizes on "increased value placed on *modern* behaviours and through contact with western health practices" as well as "exposure to mass media."

## What the survey found

- Donations to health care facilities and health care workers.
- "Educational" materials were found in health care facilities.
- Danone and Nestlé product labels did not comply with the labeling standards of the Code.
- Advertising to the general public was primarily through international parenting magazines.
- The health care system was used to distribute free samples of infant formula and to promote artificial feeding products to pregnant women and new mothers.

Two countries, Togo, with no legislation for Code implementation, and Burkina Faso, which does have regulations to restrict the marketing of breastmilk substitutes were included in the survey. The survey covered 43 health facilities, 66 sales outlets and distribution points, 186 health providers and 105 mothers and infants in 16 cities.

The survey also noted that Nestlé, Danone and Wyeth disregarded national legislation requiring compliance to the International Code. Although Nestlé, in its public relations statements makes claim to always comply with national laws, such claims undoubtedly are intended to make Nestlé look "clean." Clearly any claim Nestlé makes about "code compliance" must be questioned in light of these and other findings and puts into serious doubt the many statements Nestlé makes to counteract their actual marketing behaviours.

Additionally, the survey also highlights the need for continued monitoring and for enforcement of the Code requirements. Both the WHO and the international community can play an active role in this process. WHO can provide both technical and financial assistance and the international community can continue to pressure these companies through boycotts and exposure of their deadly marketing tactics.

Nevertheless, the Code specifically places the responsibility for compliance with the industries whether or not a government has legislation in place. The researchers note that as "the burden of compliance...rests with the manufacturers themselves." To this they add, "The evidence from this large systematic survey of health facilities, distribution points, health providers, and mothers in Togo and Burkina Faso shows that in West Africa manufacturers of breastmilk substitutes do not have a place in a consistent framework of policies, procedures, and work instructions to ensure compliance with the Code." ❖

## Reference

1. Aguayo, VM, Ross JS, Kanon S, Ouedraogo AN. Monitoring compliance with the International Code of Marketing of Breastmilk Substitutes in West Africa: multi-site cross-sectional survey in Togo and Burkina Faso. *BMJ* 326: 127, 2003

## Déjà vu or are the companies willing to toss the advertising? You be the judge.

"We are going to look at each one of these allegations. For the time being these are no more than allegations," said François Perroud, a spokesman for Nestlé.

If necessary the company will take steps to correct errors, if they have been committed, or to sanction people who might not have respected the code, he added.

But Perroud questioned why the researchers had not informed the company of the allegations and said it was not clear in the report whether the governments of the countries were involved in the monitoring.

"The government has an obligation under the code to do the monitoring," he said.

Danone said it was surprised by the assertions and said it fully complied with labeling requirements.

"The Groupe Danone reaffirms that it does not, notably in the mentioned countries, allow itself any advertising or promotional activity to the general public for breast-milk substitutes," the company said in a statement.

No one from Wyeth in Britain was available to comment. Dr. Tony Waterston, a paediatrician at Newcastle General Hospital in Newcastle Upon Tyne, northern England, said it is not the first time baby formula makers have been accused of violating the code. ❖

—Reuters Jan 17, 2003



### The City of Ottawa declares recreation facilities and parks breastfeeding friendly



From Maureen Kennedy, Public Health Nurse with the City of Ottawa:

"In October 2002 in support of World Breastfeeding Week, the City of Ottawa Community Services Branch declared all recreation facilities and parks in Ottawa breastfeeding friendly. In support of this declaration, the City of Ottawa's Family Services Breastfeeding Committee developed a Breastfeeding Friendly poster. It is

being distributed throughout the City, to recreation and child care facilities, as well as to physicians' offices." ❖

### AAIA not independent

The Allergy Asthma Information Association (AAIA), is known for its acceptance of donations from the food industry, including Nestlé. AAIA's website notes Nestlé among its "Friends of the AAIA," and readily informs its readers of Nestlé's allergy-free infant formulas. Never mind that overwhelmingly formula-fed infants have much higher incidence of allergies and asthma than breastfed infants.

INFACT Canada member Janet Fox Beer, pediatric nurse and public health nurse in St. John's, Newfoundland, notes that although the organization provides valuable information and programs for families with atopic children, she is disappointed with the highlighting of the controversial McMaster-based research (see p. 4 of our Summer/Fall 2002 issue) questioning the benefits of breastfeeding in relationship to asthma and allergy prevention.

She goes on, "The issue of breastfeeding and its fundamental role in promoting the overall child health may need more in-depth examination by the AAIA. Numerous studies, some done in Canada, have conclusively shown that the immunological and nutritional benefits of breastfeeding, for atopic children especially, have played an indisputable role in decreased morbidity, fewer hospital admissions and reduced reliance on prescription medications. Despite these facts, the promotion of breastfeeding remains a struggle. The pharmaceutical and formula companies' aggressive marketing strategies have negatively impacted the protection of breastfeeding

in Canada. We, as providers of health care information, must alert ourselves to the biases of all these players and be relentless in our attempts to offer ethical and accurate information to vulnerable families." ❖

### Wal-Mart again...

Chairperson of the Durham Region Breastfeeding Coalition, Donna Schinkle, minces no words in a letter dated January 6, 2003, to Ken Hewitt, of the Ajax Wal-Mart in her objections to flyers promoting the store brand infant formula.

"In addition, no infant food may be marketed in ways that undermine breastfeeding. The International Code states in part that, 'there should be no advertising or other form of promotion to the general public of products within the scope of this code, Article 5.1.'

"I would like to know what action you are going to take to rectify this situation and look forward to hearing from you soon." ❖

### Newfoundland Breastfeeding Friendly Communities — code compliant first baby of the year!

Making their communities more breastfeeding friendly is the goal of the Eastern Regional Breastfeeding Committee of Grace Harbour. To achieve this they asked for the support of their local media. The Committee, chaired by Colleen Kearley, sent a letter to all local newspapers requesting their help in code compliance for annual promotions of first baby of the year.

"We are asking you to help through your annual promotions for the first baby of the year. During this time, we see the generosity of a variety of sponsors, as well as a number of graphics in the newspapers to celebrate the birth of the baby. Often, gifts offered to the new mother would include those designed for use with artificial feeding, for example formula, bottles, pacifiers etc. Also the graphics used would depict these items. The World Health Organization's International Code of Marketing of Breast-Milk Substitutes (Geneva 1981) assists with making communities breastfeeding friendly (see attached copy). We are asking that you consider not giving gifts or using graphics associated with artificial feeding in your promotions of the first baby of the year. Educational toys, books and diapers are alternatives. By making this change, you can assist with the creation of supportive environments for breastfeeding women and their families." ❖

# Abstracts

## **Breastmilk erythropoietin and mother-to-child HIV transmission through breastmilk**

Miller, M., Jiliff, P., Stoltzfus, J., Humphrey, J. *The Lancet* 360 1246-1248, 2002

Since the majority of babies who are breastfed by HIV positive mothers do not acquire the infection, the authors ask, what protects the 85% of breastfed babies of HIV-infected mothers who do not become infected? They propose that the hormone, erythropoietin (EPO), present in large quantities in human milk, may play an important role in the prevention of transmission during breastfeeding.

Although EPO is known to have a role in stimulating the production of red blood cells in response to hypoxia, and raises blood haemoglobin concentration, it is the fact that EPO receptors are present in both the intestinal and the mammalian epithelial tissues that raise the prospect of its role in the prevention of viral transmission. In animal studies, EPO is known to promote gastric mucosal growth and maintain gut integrity. The Coutsoudis studies have shown that gut integrity may play an important role in the prevention of transmission of the HIV virus during breastfeeding. This study takes the hypothesis further by suggesting that the hormone EPO plays a specific role by helping to maintain the epithelial layers of both the mammary glands and the intestinal system and thus prevent viral "leakage." The authors suggest there might be a pharmacological role for EPO since formula feeding as an alternative presents a greater risk for infant mortality. ❖

## **Hospital system costs of artificial infant feeding: estimates for the Australian Capital Territory.**

Smith JP, Thompson JF, Ellwood DA, Aust N Z J Public health 26: 543-551, 2002

Early cessation of breastfeeding due to supplementation with infant formula, or weaning onto formula or the early introduction of solids is associated with significant hospitalization costs. This Australian study from the Australian Capital Territory looked at the cost of treating infant and childhood illnesses associated with early cessation or reduced use of breastmilk. Hospital costs were estimated for the treatment of gastrointestinal illness, respiratory illness, otitis media, eczema and necrotising enterocolitis.

For the Australian Capital Territory, the study attributes an additional one to two million dollars per year. The authors note that these costs are minimum estimates as they exclude "numerous other chronic or common illnesses and out-of-hospital health care costs." They recommend that increased rates of exclusive breastfeeding will be cost-effective for the public health system. ❖

## **Effect of early skin-to-skin contact after delivery on duration of breastfeeding: a prospective cohort study.**

Mikiel-Kostyra M, Mazur K, Boltruszko I., *Acta Paediatr* 91: 1301-1306, 2002

This Polish study is yet another confirming the benefits of mother-infant skin-to-skin contact immediately after birth. Using a prospective cohort study design 1250 Polish children were followed for three years to determine the influence on breastfeeding practice of skin-to-skin contact after delivery. Infants who were kept with their mothers for at least 20 minutes were exclusively breastfed for 1.35 months longer and weaned 2.10 months later than infants who received no such contact after birth.

In conclusion, extensive mother-infant skin-to-skin contact lasting more than 20 minutes after delivery, increases the duration of exclusive breastfeeding. ❖

## **The impact of breastmilk on infant and young child health.**

Oddy WH., *Breastfeed Rev* 10: 5-18, 2002

The importance of breastfeeding is emphasized in this excellent review highlighting the valuable constituents and their roles in the promotion of infant health and beyond.

- Human milk provides specific and non-specific factors that have long term consequences for early metabolism and disease prevention.
- Human milk enhances the immature immunologic system of the neonate and strengthens host defense mechanisms against infective and foreign agents.
- Human milk has bioactive factors actively stimulating the infant's immune system — hormones, growth factors, colony stimulating factors and specific nutrients.
- Human milk reduces the incidence of disease in infancy.
- Human milk has factors, which promote gastrointestinal mucosal maturation, decrease the incidence of infection, alter gut microflora, and have immunomodulatory and anti-inflammatory functions such as hormones, growth factors and cytokines.
- Human milk feeding reduces an infant's exposure to foreign dietary antigens.
- Human milk provides ongoing protection against illness after cessation of breastfeeding.
- Human milk alone can provide optimal development.

"All mothers should be encouraged and supported to continue breastfeeding for six months and beyond in order to promote good health for their infants." ❖

## **Being born in Manitoba: a look at perinatal health issues.**

Martens PJ, Derksen S, Mayer T, Walld R. *Can J Publ Health* 93: S33-38, 2002

To examine the health of newborns in Manitoba born between 1989 and 1994, the Manitoba Centre for Health Policy looked at preterm birth weight and mode of infant feeding. Using data from the Population Health Research Data Repository and the longitudinal Survey of Children and Youth, 1996, the conclusion confirmed the economic link such surveys have made, that of reduced economic well-being and reduced birth weight.

Manitoba's breastfeeding rates continue to increase. A mean rate of 78 per cent reflects a range of 64 per cent to 87 per cent in the Regional Health Authorities and 66 per cent to 90 per cent in the Winnipeg Community Areas. Additionally, of those initiating breastfeeding, 42 per cent breastfed for six months or longer. ❖

## **Howard RC, Howard FM, Lanphear B, Eberly S, deBlicke EA, Oakes D, Lawrence RA.**

Randomized Clinical Trial of Pacifier Use and Bottle-Feeding or Cupfeeding and Their Effect on Breastfeeding. *Pediatrics* 111: 511-518, 2003

To determine the effect of artificial nipples on breastfeeding duration. 700 breastfed newborns were randomly put into one of four intervention groups: bottle/early pacifier, bottle/late pacifier, cup/early pacifier, or cup/late pacifier. Breastfeeding and artificial nipple use data were collected at delivery and at 2, 5, 10, 16, 24, 38, and 52 weeks' postpartum.

The results support the World Health Organization recommendations which discourage the use of pacifiers and bottle feeding.

### **They found:**

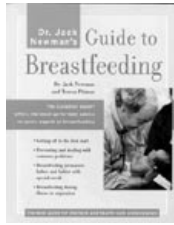
Supplemental feedings, regardless of method (cup or bottle), had a detrimental effect on breastfeeding duration. Exclusive breastfeeding at 4 weeks was less likely among infants exposed to pacifiers. There were no differences in cup versus bottle groups for breastfeeding duration. They concluded that, "Pacifier use in the neonatal period was detrimental to exclusive and overall breastfeeding. These findings support recommendations to avoid exposing breastfed infants to artificial nipples in the neonatal period." ❖



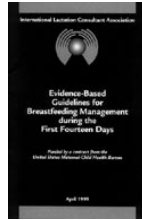
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■ Evidence-Based Guidelines for Breastfeeding Management during the First 14 Days • **\$13**



■ Breaking the Rules Stretching the Rules 2001 • **\$8**

■ Protecting Infant Health, a Health Worker's Guide to the International Code. IBFAN, 9th ed., 1997 • **\$6**

New

## WBW Action Promotion Items



■ IBFAN 2003 Calendar **\$8**. Three or more **\$6** ea.



■ Breastfeeding 101 Tear-Off Pad 8½"x11" double-sided pad listing 101 benefits of breastfeeding with a beautiful breastfeeding baby image. 50 sheets per pad • **\$3**

■ Breastfeeding 101 Poster Large 18"x24" poster highlighting 101 benefits of breastfeeding with a beautiful breastfeeding baby image • **\$7**



■ Public Service Announcement CD. Four humorous public service announcements produced for the theme Healthy Mothers, Healthy Babies by Moxy Frúvous • **\$5**



■ Healthy Mothers, Healthy Babies Pin-up Poster 8½"x11" mini poster with a mother and baby breastfeeding and the Healthy Mothers, Healthy Babies slogan • **50¢**



■ Crib Card. 6"x3½" with a breastfeeding baby in the background, the slogan 'I'm proud to be a breastfed baby!', the essential 'No bottles or teats for me' and basic fill-in information • **50¢**



■ Breastfeeding Contacts Sticker A useful tool for mothers to use to write down their breastfeeding contacts, and ensure that they do not lose them • **50¢**

## Other

■ Breast is Best Video English **\$60** French **\$75** Spanish **\$60**

■ Evidence for the ten steps to successful breast-feeding WHO, 1998. Cost of copying/binding • **\$18**

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