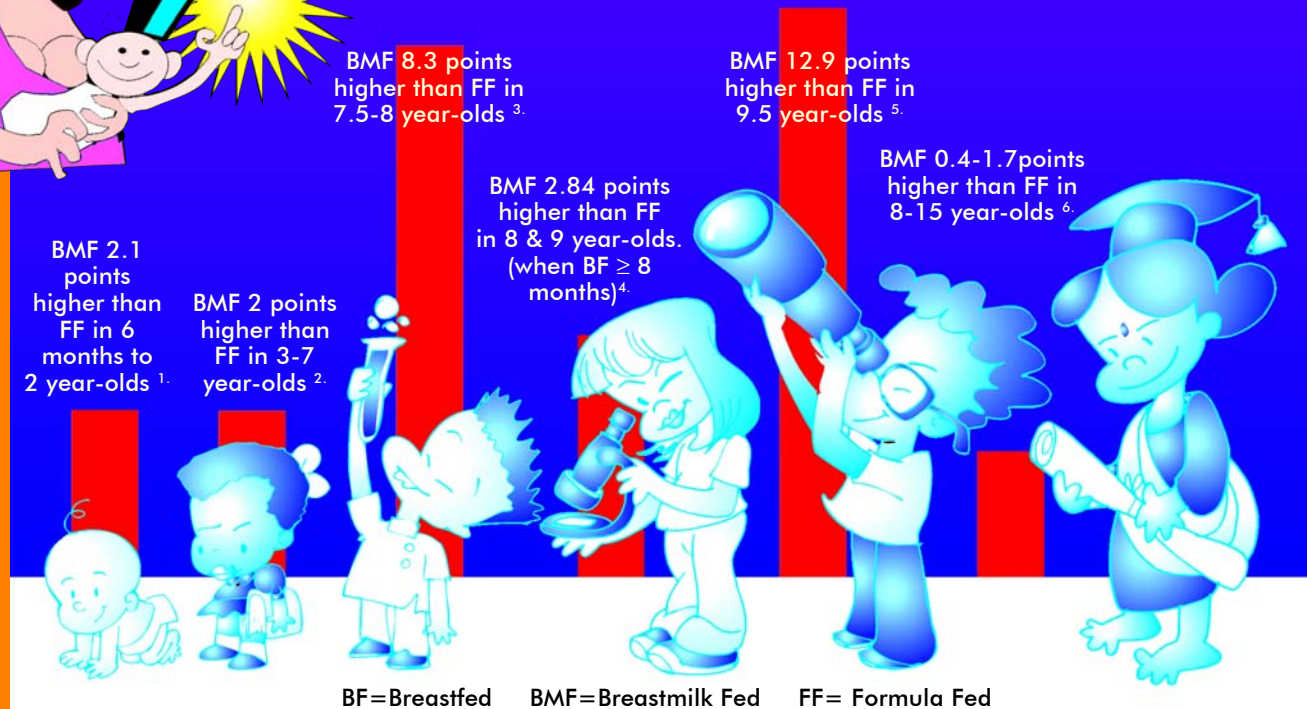




IQ by Type of Feeding



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What should we teach about breastfeeding?

For breastfeeding to become a cultural norm once more, it is important to include basic messages about breastfeeding in the educational system. These can include:

- Breastfeeding is the normal way for babies to eat and mothers and babies have the right to breastfeed free of commercial influences.
- Breastfeeding mothers and babies should be welcomed anywhere. They have the right to breastfeed in schools, religious buildings, restaurants, public transport, at work, visiting friends, visiting a hospital or shopping.
- Carrying a baby provides both security and stimulus to the baby's developing brain. (*references in box above*).
- Although mothers may need to work, babies need their mothers, especially during the first year of life.
- Fathers can provide all of the baby care that mothers can, with the exception of breastfeeding. Fathers can rock, talk with, change, bathe, play with, put to sleep and carry a baby.
- Breastfeeding helps prepare the infant for adult foods and changes to meet the needs of the growing child.
- Sleeping with babies is a normal way of caring for them, not a bad habit that will encourage dependence.
- The images of babies bottle-feeding and using pacifiers are images used to sell products. These products are not necessary for babies.

Actions taken to integrate education and breastfeeding

- In Chile, the National Board of Kindergartens (JUNJI) has developed 10 Steps for a Baby-Friendly Nursery (*See box on 10 Steps, next page*).
- In Peru, CEPREN, PROANDES and UNICEF developed a Programme for Training Rural Teachers on Infant Feeding. This has already resulted in positive changes in the prevalence of colostrum use among mothers in communities where teachers have worked with students.
- A breastfeeding class was developed by teachers and the peer counselor in a Canadian First Nations (Native) community, where the "telling of stories" about breastfeeding led to an increase in more positive adolescent breastfeeding practices and beliefs.
- In Puerto Rico, health professionals are required to take a three-credit course on breastfeeding in order to renew their professional license.
- The American Academy of Pediatrics has initiated a "Breastfeeding in Pediatric Office Practices Programme" to improve doctors' breastfeeding support skills.
- The New York State Health Department has developed a model curriculum, *Breastfeeding: First Step to Good Health*, for kindergarten through 12th grade. You could use or adapt from this curriculum. It is found on the Department of Health Website at <<http://www.health.state.ny.us/nysdoh/consumer/child/child.htm>>