





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 assessmentcommittee@breastfeedingcanada.ca.

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>Breastfeed or feed formula (or bottle feed) for the first 12 months of life.</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 parents and professionals if needed.</p>	<p>Breastfeed if you can.</p> <p>Breastfeeding is challenging and can cause problems for parents such as sore nipples and problems for babies such as not getting enough milk. Formula feeding is easier and others can help.</p>

		
<p>Mothers/breastfeeding parents and babies should stay together whenever possible.</p>	<p>Mothers/breastfeeding parents and babies should be together in the same room so that the parent can get to know baby's cues and respond in a timely way.</p> 	<p>Breastfeeding parents 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 the parent sees the baby beginning to move or hears the baby stirring, they can respond to baby's early cues. This helps baby feel secure which is important for infant health, wellbeing and development.</p> <p>Babies need to rouse frequently and not rousing often can <u>pose safety</u> concerns.</p> 	<p>Swaddling baby and using a pacifier helps to keep baby calm and baby will cry less and sleep longer. This helps the parent get more rest.</p> 

<p>Family and friends can support the breastfeeding parent without feeding the baby.</p>	<p>Preparing meals, doing laundry and other household chores, running errands, and watching older children are great ways to help.</p> <p>Others can facilitate the breastfeeding parent to be able to rest when baby is sleeping.</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> <div data-bbox="879 558 1131 747" data-label="Image"> </div> <div data-bbox="879 818 1131 992" data-label="Image"> </div>	<p>Breastfeeding parents are often exhausted and need rest. By feeding the baby you give the parent a break and the baby often sleeps longer if fed formula.</p> <div data-bbox="1507 310 1688 573" data-label="Image"> </div>
<p>Breastfeeding in public places is a human right in Canada.</p>	<p>Images should show breastfeeding parents and babies of various cultural backgrounds, lifestyles and ages breastfeeding in public places such as parks, restaurants, shopping centres etc.</p>	<p>Breastfeeding is a private matter. If baby needs to feed when out in public, the breastfeeding parent must cover up, go somewhere to breastfeed where they won't be seen, or feed baby by bottle.</p>



Universal breastfeeding symbol



All parents and families have the right to evidence informed information that is current and free of commercial endorsement. This facilitates the making of informed decisions.

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.

Parents and families who make an informed decision to partially breastfeed or to not breastfeed at all need appropriate education about the preparation, use and storage of infant formula.

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.

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.



Group teaching about formula feeding and the use of bottles and nipples saves time and people can learn from others in the group.



