

## World Breastfeeding Week August 1-7, 2010

### Celebrate

August 2010

#### Would you do one action to celebrate World Breastfeeding Week (WBW)?

- ◆ Use the phrase the *importance* of breastfeeding rather than the *advantages* of breastfeeding. Human milk is normal; not an advantage above normal nor an added benefit. Find out more about using supportive language and the risks of not breastfeeding. [www.bestservices.ie](http://www.bestservices.ie)
- ◆ Tell a mother that being a mother is a valuable job and that you recognize the world she is doing. Children are the future of a society and of the world. Nurturing children is important work.
- ◆ Assist a mother to find practical help with feeding and caring for her baby, if she needs it. We all may need some help when we take on a new task.
- ◆ Find out if your maternity hospital/unit participates in The Baby Friendly Hospital Initiative and what level of award they have achieved. The BFHI is a global health promoting quality programme. Six of the twenty maternity hospitals/units in Ireland are designated as Baby-Friendly - is yours one of them? [BFHI in Ireland](http://www.bfhi.ie)
- ◆ Implement breastfeeding supportive practices if you work in the health services. Visit BFHI in Ireland to find out more. <http://www.ihph.ie/babyfriendlyinitiative/>
- ◆ Visit [www.worldbreastfeedingweek.org/](http://www.worldbreastfeedingweek.org/) for press releases, ideas, video clips and much more.



#### Did you know?

- ◆ 130 million babies are born every year around the world and 9.2 million will die before they reach age 5.
- ◆ Exclusive breastfeeding for the first 6 months can prevent more than a million avoidable deaths each year - in rich and in poor families.
- ◆ Breastfeeding is important for mothers' health too.

### What's On

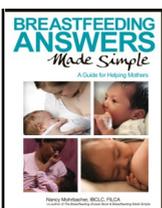
**Training the Trainers 6-day Course** for those involved in training health workers is planned for the autumn with probable venues of Athlone and Cork. [www.bestservices.ie](http://www.bestservices.ie)

**Intensive Advanced Lactation Course** for IBLCE candidates (others welcome too). Full week-end in February. [www.bestservices.ie](http://www.bestservices.ie)

**Association of Lactation Consultants Annual Conference**, October 1st and 2nd. Dublin. Topics include the breastfeeding mother with diabetes, new recommendations on Vitamin D, cranio-sacral therapy, birth practices and more. [www.alcireland.ie](http://www.alcireland.ie)

**Cuidiu Conference on Depression in New Mothers**, October 29th, Dublin. Main speaker Dr Kathleen Kendall Tackett. [More details](#)

### New resources from BEST Services



Breastfeeding Answers Made Simple: a guide for helping mothers.

[Order on-line  
www.bestservices.ie](http://www.bestservices.ie)

#### Breastfeeding Answers Made Simple: a guide for helping mothers (2010)

The new reference from Nancy Mohrbacher, (co-author of the Breastfeeding Answer Book). This comprehensive book is designed to be easy to use while answering phone queries. Written for beginners to advanced practitioners it is useful in hospital, community health, GP offices and volunteer supporters. Nearly 1000 pages providing up-to-date referenced answers to most questions you will be asked including birth practices, laid-back breastfeeding, making milk and a wide range of less usual situations. Hardcover with a lie-flat spine.

*Coming to the ALCI conference or other event? Order now and save on postage by collecting at the conference.*



**Skin-to-Skin in the First Hour After Birth. DVD (2010)**

This 40 minute DVD assists staff to provide behaviourally appropriate, individualized, baby adapted care for the healthy newborn using the best practice of skin to skin contact in the first hour after birth. The DVD is divided into three sections: the importance of skin to skin and examples of the baby's stages during the first hour; practical advice after a vaginal birth; and practical advice for staff after a caesarean birth.

Skin-to-Skin in the First Hour After Birth. DVD

[Order on-line](#)

[www.bestservices.ie](http://www.bestservices.ie)

**More Resources on the 2010 WBW theme**

**Continuity of Care in Breastfeeding : Best practices in maternity settings.** *Cadwell, K & Turner-Maffei, C.* Emphasises seamless care, implementing change, quality management issues, developing policies and procedures for best practice and patient-centred care. Supports BFHI practices as norm.

[More details and to order from BEST Services](#)  
[www.bestservices.ie](http://www.bestservices.ie)

**Breastfeeding Triage Tool.** At a glance steps to managing common problems: milk transfer, nipple pain and more. Two-sided card. Ideal for GP or breastfeeding help-line.



**Impact of Birthing Practices on Breastfeeding:** 2nd edition. *Linda Smith.* Examines evidence connecting birth practices to breastfeeding outcomes. Looks at the mechanics of labour, labour interventions, epidural and c-section. Strategies for assisting mother & baby and implementing new BFHI guidance on birth practices.

**The CODE in Cartoons,** *IBFAN* The International Code of Marketing of Breastmilk substitutes and related resolutions. Easy way to understand what it says and why it is important.

**WBW resources to purchase from the International Lactation Consultant Association**

<http://www.ilca.org>



**Free Downloads**

**Free study pack available for the DVD Breast is Best.**

The best selling DVD Breast is Best from the Norwegian Resource Centre for Breastfeeding was updated in 2008. This study pack includes a facilitator's guide for group discussion with health workers plus a self-study pack including test yourself questions. Download the free pack <http://bit.ly/b-is-b-pack>

**Free online access to Breastfeeding Medicine for the month of August,** in recognition of World Breastfeeding Week. The Journal is the official publication of the Academy of Breastfeeding Medicine. <http://www.liebertonline.com/loi/bfm>

**Free recordings of GOLD 10 conference presentations** available to watch on the Health e-learning website permanently: <http://health-e-learning.com>

- ◆ *Whatever happened to Health for All? Ups and downs of protection of breastfeeding, regulation of transnational corporations and Health for All,* by Lida Lhotska. An insightful review of the protection of breastfeeding, positioning it in the historical political context of the past 30 years since the Alma Ata Declaration on primary health care was adopted.
- ◆ *Repaving the pathway to breastfeeding support - World Breastfeeding Week 2010* by Elise Chapin outlines the goals and objectives of World Breastfeeding Week.

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