



Mother & Childcare

For professionals

Information Folder

Supporting  
**parents** with  
infant feeding  
solutions

For Healthcare Professionals

# Helping parents choose the right infant feeding solution

To ensure the optimal growth, development and health of babies, the World Health Organization (WHO) recommends breastfeeding is commenced within 1 hour of birth and continued exclusively for 6 months.<sup>1</sup>

Research has shown that mothers are more likely to stop breastfeeding if they lack practical healthcare professional support at pivotal points.<sup>2</sup>

Women benefit from healthcare professionals who understand the practicalities many women face and who provide advice that builds confidence.<sup>2</sup> Women have been found to value healthcare professionals who take a realistic approach to feeding education and who work with families to tailor feeding solutions to their needs.<sup>2</sup>

Philips Avent supports the WHO recommendations and is dedicated to helping parents reach their breastfeeding goals.

“Parents benefit from healthcare professional **advice that builds confidence**”

## Supporting parents to achieve their breastfeeding goals



Although 70–100% of mothers in European countries breastfeed at some point,<sup>3</sup> in many countries 50% or less are exclusively breastfeeding at 3 months<sup>1</sup> and often this figure falls to less than 25% by 6 months.<sup>3</sup>

With increasingly busy lifestyles, parents need support to help them to incorporate a successful breastfeeding routine into their daily lives.

Many women have a strong desire to breastfeed exclusively and need support to find solutions that allow their baby to continue receiving breast milk for longer.<sup>1,2,4</sup>

## Expressing milk may help women extend the duration of breastfeeding

Expressing milk can help women extend the duration of breastfeeding. Some studies have found that expressing milk to feed during the early postpartum period is associated with a longer duration of breastfeeding and an increased likelihood of breastfeeding at 6 months.<sup>5–7</sup> Furthermore, a lactation programme including equipment and support for expressing has been associated with women breastfeeding for longer.<sup>8</sup>

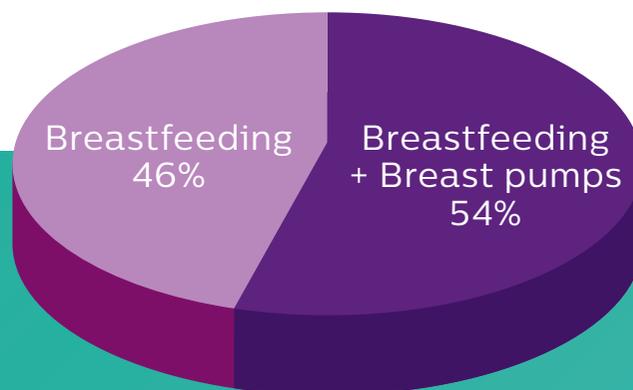
“The need to offer families **practical infant feeding solutions** is paramount”



## Breast pumps are complementary to breastfeeding

Studies suggest more families are choosing to use breast pumps in combination with breastfeeding. The Infant Feeding Practices Study II, involving over 4500 women who had given birth between 2005 and 2007, found 85% had expressed breast milk at some point between 1.5 and 4.5 months postpartum.<sup>9</sup> In this study, between 44% and 54% of infants up to age 6 months had been given expressed milk in the last 7 days.

Breastfeeding mothers



“Studies suggest 50% or more of **families are choosing to use breast pumps** in combination with breastfeeding”



## Parents value practical, realistic advice

Healthcare experts who are in contact with new mothers are uniquely positioned to assist women in making informed decisions regarding the breastfeeding of their baby.<sup>10</sup> While women appreciate that healthcare professionals “always have to be seen to be saying the right thing”, they value those professionals who understand the practicalities and difficulties associated with achieving feeding ideals.<sup>2</sup>

References: 1. WHO. 01 August 2013. Available at: <http://www.euro.who.int/en/health-topics/Life-stages/pages/news/news/2013/08/breastfeeding-mothers-need-peer-counselling> (accessed Jan 2016); 2. Hodinott P, et al. *BMJ Open* 2012;2:e000504; 3. OECD Family database [www.oecd.org/els/social/family/database](http://www.oecd.org/els/social/family/database) (accessed Jan 2016); 4. Baker M, Milligan KS. *NBER Working Papers* 2007;13188. USA National Bureau of Economic Research, Inc. Available at: <http://www.nber.org/papers/w13188.pdf> (accessed Jan 2016); 5. Meehan K, et al. *J Hum Lact* 2008;24:150–158; 6. Bai Y, et al. *Matern Child Health J* 2011;15:1257–1264; 7. Win N, et al. *Int Breastfeed J* 2006;1:28; 8. Ortiz J, et al. *Pediatr Nurs* 2004;30:111–119; 9. Labiner-Wolfe J, et al. *Pediatrics* 2008;122:S63–S68; 10. Stuebe AM. *Obstet Gynecol* 2014;123:643–652.



