A few truths

1. Almost all women could breastfeed successfully if they had a good birth, good help and good support
2. The notion that formula is almost the same as breastmilk is patently untrue
   - Formulas are not even close if you look at the biochemistry
3. Breastfeeding is much more than breastmilk
4. Almost no drug is contraindicated during breastfeeding
5. Almost no maternal illness requires a mother to interrupt or stop breastfeeding (e.g. MRSA infected mothers should breastfeed, directly from the breast)
6. Almost no illness of the infant or child requires the mother to stop or interrupt breastfeeding
7. Jaundice in the first few days, not due to pathology (hemolysis, G6PD deficiency, for example) is not due to breastfeeding or breastmilk, but rather to inadequate intake of breastmilk
   - Therefore, interrupting breastfeeding is contraindicated
   - Also if due to pathology
     - Fixing the breastfeeding is indicated
8. So called “breastmilk jaundice” is normal and breastfeeding should not be interrupted
9. A large baby is not at increased risk of hypoglycemia if the mother is not diabetic
10. Sore nipples are not a necessary part of breastfeeding
11. Nipple shields are rarely if ever a part of good treatment of breastfeeding problems
    - There is no reason at all to use them before the milk “comes in”
12. Test weighings are not helpful in the management of breastfeeding issues
13. Many premature babies can start going to breast by 28 weeks gestation
14. Breastfeeding to two years and beyond is normal
15. It’s all about the birth!
   - A quote from Diane Wiessinger
   - We have ample literature on birth in both domestic animals and zoo animals
   - The resounding message for helpers in all the literature is: If possible, stay out of the way
   - Mammalian mothers choose their own birthplace, usually somewhere secluded and quiet
   - They experience all the sensations of labor
   - They feel the delivery
   - They smell the birth
A few truths

- The lesson that shouted out to me from all the literature I read—a lesson that took me 30 years to figure out—is that there’s very little information on mammalian infant feeding.
- It’s all about the birth.
- Following a normal birth, infant feeding just... happens.
- Following an interventionist birth, the mother rejects the baby and there is no nursing at all.
- Our hospital births break every rule in the mammalian list of mother-baby necessities.

Formula company marketing...

16. Many of our ideas about breastfeeding and formula are a result of formula company marketing.
Ready? Take a deep breath...

Formula from birth to death

Soon we will all be on formula from birth to death

In Indonesia
So what's this all about?

Is it good or bad?
- If this is formula, it's neither good nor bad, if the baby is content and gaining well
- If it's breastmilk, it's probably good, but why?
  - Breastmilk is full of immune factors (and not just immunoglobulins)
  - Immune factors in breastmilk work by lining the mucous membranes of the baby's body and prevent pathologic bacteria from entering the baby's body
  - When the baby spits up, immune factors line the baby's upper respiratory tract and upper gut twice, once on the way down, again on the way up
  - So if the baby aspirates breastmilk?
  - formula=breastmilk?

It's okay to give out formula company literature and samples

Okay for the formula companies
Socially responsible ads?

For a better start in life, start Cola earlier!

How soon is too soon?

Why no one has the youngest customer in the business?

Nothing does it like Seven Up!

Contact information

- My email: drjacknewman@sympatico.ca
- Our website: www.nbci.ca allows free access and contains:
  - information sheets in English and some in French, a few in Russian and Portuguese
  - video clips with explanatory texts in English, French, Spanish, Chinese, Russian, Portuguese, Italian, Indonesian, Arabic, Romanian and German
  - information about our teaching institute, including amongst many other programmes, a diploma course (click “institute” for more information)