



Quintessence

F O U N D A T I O N

April
2014

Breastfeeding is Best!

It seems that every year in the summer just before Canadians celebrate World Breastfeeding Week there is media coverage of something that undermines breastfeeding. This year we seem to have gotten an early start with global media coverage of one American study. In the UK, headlines in one paper read “Is breast really best? New study suggests feeding babies from breast over bottle ‘doesn’t have the impact we think it does.’” The Globe and Mail, a national Canadian paper had front page coverage with the headline “Stop feeling so Guilty” printed over an oversized picture of a baby bottle. The reporter then outlined an “exhaustive and landmark breastfeeding study” which found, among other things, that when breastfed and bottle-fed siblings were compared there was no difference in outcomes.

The study called “*Is Breast Truly Best? Estimating the Effects of Breastfeeding on Long-term Child Health and Wellbeing in the United States Using Sibling Comparisons*” used data from the National Longitudinal Survey of Youth (NLSY) to “estimate what a particular child’s outcome would be.” Though sited as an “exhaustive and landmark study” it has a number of flaws. The data, taken from surveys between 1978 and 2006 was based on maternal self-report of how their children were fed. Retrospective self-reports on activities 7-36 years ago are open to question. As a mother I

remember being quite shocked to see an old picture of one of my children bottle feeding when I ‘remembered’ him as exclusively breastfed.

In addition, the study lacked an operational definition of breastfeeding. Babies who breastfed a few times may be classified as “breastfeed”. Differences between them and their non-breastfeeding siblings are minimized - comparing apples to apples instead of apples to oranges.



Often unreported in the media coverage is the conclusion of the paper. The study’s authors mention the issues that need attention - development of social policies that would enable women to breastfeed, adequate maternity leaves, flexible work schedules, health benefits and access to quality child care – all involving a comprehensive approach to breastfeeding. These issues don’t

grab headlines – but they should. And yes, breastfeeding is best and we need to enable those women who wish to breastfeed their children to be successful in their goals.

Check out the Academy of Breastfeeding Medicine blog about this study at: <http://bfmed.wordpress.com/2014/03/01/reports-on-breastfeeding-sibling-study-are-vastly-overstated/#more-1352>

Check out our Quintessence Foundation Website: www.babyfriendly.ca

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World Breastfeeding Week 2014

In Canada, World Breastfeeding Week is celebrated in the fall- the first week of October. Other countries celebrate in August, May and a variety of other dates. The World Alliance for Breastfeeding Action has announced that the slogan and theme for World Breastfeeding Week (WBW) 2014 will be "BREASTFEEDING: A Winning Goal - for Life!" The theme asserts the importance of increasing and sustaining the protection, promotion, and support of breastfeeding in the Millennium Development Goals (MDGs) countdown and beyond. The WBW 2014 Objectives are:

- To inform people about the MDGs and how they relate to Breastfeeding and Infant and Young Child Feeding.
- To showcase the progress made so far and the key gaps in Breastfeeding and Infant and Young Child Feeding.
- To call attention to the importance of STEPPING UP actions to protect, promote, and support breastfeeding as a key intervention in the MDG countdown, and in the post 2015 era.
- To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world.

Quintessence Breastfeeding Challenge 2014

If you haven't participated before, sign up for the Quintessence Breastfeeding Challenge. On October 4, 2014 mothers and children around the world will "latch on" at 11am. If you have participated before, you know how much fun this event is. It can be a small affair or a much bigger event – whatever fits for your community. It's a great way to get some media attention and enable communities to learn about the importance of supporting breastfeeding, particularly public breastfeeding. This year's WBFW theme is a great one to get the message out. It costs nothing to register and it is truly health promotion in action! Register a site at www.babyfriendly.ca

Breastfeeding Challenge 2013

We were pleased with the participation in the Quintessence Breastfeeding Challenge last fall. There were 4,560 children from 10 countries who took part on October 5, 2013 in the Quintessence Breastfeeding Challenge. This event has now been offered for 13 years and unfortunately many of the same issues arise year after year. It is wonderful that so many communities take part to emphasize that breastfeeding is normal

and welcomed – anytime & anywhere. Truly, the road to lifelong health does begin with breastfeeding.

Here are the results of the Challenge for last October.

Globally:

Countries taking part:

Canada, Ireland, Cyprus, United States, Luxemburg, Romania, Hungary, South Africa, Bermuda, Ukraine.

Sites with the most participant children:

1. Chilliwack, BC, Canada
2. Nicosia & Nicosia Maternity Units, Cyprus.
3. St-Jean-sur-Richilieu du bébé Lactéa et Dèfi allatment, Quebec, Canada
4. Défi Allatement Mauricie 2013-Center les Rivières, Quebec, Canada
5. Kelowna Breastfeeding Café, BC Canada
6. Halifax, Nova Scotia, Canada
7. Dèfi allatementdu Club des mamans de l'Outaouals, Quebec Canada
8. Nourri-Source Montreal-Hotel de ville de Verdun/ Verdun's Town Hall, Quebec, Canada
9. MMBA and HMHB Austin, Texas, USA
10. SMA Parish Hall Wilton, Cork., Ireland

The North American 2013 ratings are as follows:

Category A Regions: More than 50,000 births a year

Gold: Quebec
Silver: Alberta
Bronze: Ontario

Category B Regions: 10,000 to 50,000 births per year

Gold: British Columbia
Silver: Manitoba
Bronze: Saskatchewan

Category C Regions: Less than 10,000 births per year

Gold: Nunavut
Silver: North West Territories
Bronze: Newfoundland & Labrador

Largest site

Chilliwack BC: 162
St-Jean-sur-Richilieu 138
Center ler Rivieres 114

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Hope you are all registering for this year and invite other groups and hospitals to take part and support breastfeeding women and donor milk banking.



Facebook & Quintessence Foundation

Yes - we are suffering due to lack of "likes". Please "like us" on Facebook. Great feedback has come from those who have 'liked' us so far. Our new page is a business/organizational page. When we started on Facebook we were a "person" because that was all there was - now there are organizations and business pages available. We look forward to hearing from you via Facebook.

Milk Banking

Canada now has three fully operational HMBANA member milk banks— BC Women's Provincial Milk Bank in Vancouver, Calgary Mothers' Donor Milk Bank and the Roger Hixon Ontario Human Donor Milk Bank in Toronto. In addition, this spring, Hema Quebec opened the Public Mothers' Milk Bank which plans to dispense milk to NICUs for infants 32 weeks and younger.

BC Women's Provincial Milk Bank is celebrating its 40th anniversary And, after 40 years, is very busy expanding. They are planning to start distribution to all four level III NICUs in the province in 2014. In subsequent years donor milk will be available to all the level II NICUs in BC – another eight NICUs. This will mean that pasteurized donor milk will be the standard of care in all NICUs in BC in the foreseeable future. In the meantime, BC Women's is working on a major awareness campaign to double the milk processed and is very interested in talking to anyone interested in donating at 604-875-2282.

HMBANA: Human Milk Banking Association of North America is Coming!

HMBANA's biannual conference is in Victoria, BC on April 28 and 29, 2014. This a great opportunity, includes the latest information about human milk, human milk banking and a wide variety of breastfeeding issues. There is something for everyone included in the conference with speakers from Sweden, Brazil, Britain, USA and Canada. Attendance at HMBANA conferences has changed the attitudes of many health professionals from neutral or non-supportive to avid supporters of the use of pasteurized donor milk. Encourage key people to attend.

Also, HMBANA now offers a free electronic newsletter. Check out the website at www.hmbana.org for more information or send an email to info@hmbana.org to get on the email distribution list.

Research

Doggrell, S Hancox, J. (2014) Cardiac safety concerns for domperidone, an antiemetic and prokinetic and galactagogue medicine. Expert opinion on drug safety, Jan13(1) 131-8. This Australian paper involved a review of the cardiac risk associated with oral domperidone use including as a galactagogue. The authors concluded that excluding mothers who have pre-existing cardiac issues such as QT prolongations/LQTS, subjects receiving drugs that inhibit CYP3A4 (an enzyme found mainly in the liver & intestines) and electrolyte abnormalities or other risk factors for QT-prolongation , domperidone can be used as a galactagogue without direct risk to healthy breastfeeding women.

Miracle Milk Stroll

The 1st International Miracle Milk Stroll is being offered in Canada and the USA at selected malls, parks etc. Best for Babes is hosting this event on May10, 2014. Registration is by donation with the option of purchasing a \$20 T shirt in aid of increasing the amount of mothers' milk available to high risk babies. There will be strolls in Vancouver, Calgary, Edmonton and Toronto. Check out Best for Babes at <http://www.bestforbabes.org/miracle-milk-stroll>

Please feel free to share the newsletter and encourage colleagues and friends to sign up for the newsletter by emailing us at info@babyfriendly.ca and "like" us on Facebook! Find us at www.babyfriendly.ca



Grand Forks, Breastfeeding Challenge 2013!

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St-jean-sur-Richilieu, Quebec, 2013 Breastfeeding Challenge!

Great shirts!



Repentigny, Quebec 2013



St. Quentin, New Brunswick breastfeeds!

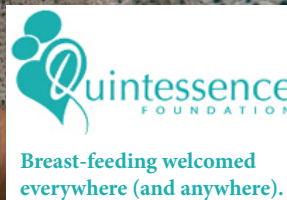


Romania, Breastfeeding Challenge 2013



You wouldn't want to eat with a baby blanket over your head

Neither would a baby



Poster available from the Quintessence website.
Can be downloaded from website: under Breastfeeding challenge - Resources-Materials-Promotional-promotional 1, 2, 3.