

Breastfeeding Challenge 2011: Supporting women globally!



Dublin, Ireland



Bucharest, Romania

The Quintessence Breastfeeding Challenge 2011 had 4,646 children from 16 countries take part. It was definitely a fun event in many locations. Congratulations to all participants and particularly to Ireland which had the two largest sites of all those registered. Maria Casey provides some interesting information about the state of breastfeeding in Ireland (see article). Cultural acceptance of the “normalness” of breastfeeding and awareness of the global recommendation of exclusive breastfeeding for six months with breast milk to remain in a child’s diet for two years and beyond is in need of reinforcement around the world. In many communities, whether in North America, Europe, Africa or beyond, mothers struggle to breastfeed and often terminate the breastfeeding relationship due to lack of support or lack of information or a combination of factors. The Quintessence Breastfeeding Challenge is one strategy to help spread the word and it fit well with this year’s World Breastfeeding Week slogan of “Breastfeeding: Let’s Talk about it”.

The multinational companies selling replacement feeds for human milk have large marketing/advertising budgets, something unavailable to breastfeeding supporters. A public health event like the Challenge provides an “event” for media to focus on and enables dissemination of breastfeeding information.

Whether sites were small or large the message was clear - breastfeeding is important to mothers everywhere

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

and support around the world is needed in order for mothers and their children to succeed with their breastfeeding goals. Mark your calendars now! The date for the Quintessence Breastfeeding Challenge 2012 is September 29, 2012 (the usual date of the first Saturday in October is a major holiday weekend in Canada so the Challenge has been moved back a week).

Work is proceeding on our website to correct errors and improve its “user friendliness”. Send us any suggestions you have. Registration for the Challenge 2012 is now open!

Results: Quintessence Breastfeeding Challenge 2011

Top Ten International Largest Sites:

1. Dublin, Ireland - 146
2. Cork, Ireland - 145
3. Ottawa, Ontario - 122
4. Chilliwack, BC Canada -113
5. Culemborg, The Netherlands - 101
5. Toronto, Ontario, Canada - 101
6. San Antonio, Texas, USA – 96
7. Laval, Quebec, Canada – 94
8. Gatineau, Quebec, Canada – 85
9. Nicosia, Cyprus – 83
10. Repentigny, Quebec, Canada - 70

Top Ten North American: Largest Sites

1. Ottawa, Ontario, Canada – 122
2. Chilliwack, BC, Canada – 113
3. Toronto, Ontario – 101
4. San Antonio Texas, USA – 96
5. Laval, Quebec, Canada – 94
6. Gatineau, Quebec, Canada – 85
7. Repentigny, Quebec, Canada - 70
8. Halifax, Nova Scotia, Canada - 64
9. Barrie, Ontario, Canada-63
9. St Jean Sur Richelieu, Quebec, Canada -63
10. Kamloops BC, Canada– 62

Largest Country (Number of children)

1. Canada - 3451
2. Ireland - 392
3. United States - 261
4. Cyprus - 230
5. Netherlands – 101

Country with the Most Sites

1. Canada- 168
2. Cyprus-17

3. United States - 14
4. Ireland - 8
5. Italy - 2

Results for North America

Category A (> 50,000 births/year)

1. Quebec
2. Ontario
3. Alberta
4. Arizona
5. Kentucky

Category B (10,000 to 50,000 births/year)

1. British Columbia
2. Manitoba
3. Saskatchewan
4. Iowa
5. Oregon

Category C (less than 10,000 births/year)

1. Nunavut
2. North West Territories
3. Yukon
4. Newfoundland & Labrador
5. New Brunswick

Ireland shows its support for breastfeeding

It was an incredible feeling for Jolene Keating to turn on her computer and see that of the 280 groups registered for the 2011 Quintessence Breastfeeding Challenge, the venue she'd organized in Dublin, Ireland had placed first. What made the victory all the sweeter was that Ireland, the country with the lowest breastfeeding rates in the world had not only taken the top spot but that a second Irish Venue in Cork City had placed second. Says Keating, “I was blown away at the Dublin Challenge! So many families came along to support Breastfeeding in Ireland, it shows us that change can happen.”

A 2008 survey of Irish infants found that only 43% of Irish babies were being exclusively breastfed on release from hospital and that by 3 months that number had dropped to 19%. By the time they are 6 months old, only 2.4% of Irish infants are being exclusively breastfed in accordance with WHO recommendations with a further 11% receiving a combination of breast milk and artificial milk. Lack of support and a strong culture of bottle feeding have both been quoted as reasons for Ireland's low breastfeeding rates.



was founded just over two years ago and whose main objective is to foster a positive breastfeeding culture in Ireland.

Friends of Breastfeeding was formed by a group of mothers who met in online parenting forums. Many of these mothers found the internet to be the only place they could access true support and reliable information and advice about breastfeeding. The need for two things was clear to everyone involved – better understanding of breastfeeding across the general public, and improved access to good breastfeeding support in Ireland for women who want to breastfeed their babies.

One of the main stumbling blocks for Irish mothers and breastfeeding mothers in many parts of the world, is Nursing in Public. Despite legislation to protect nursing mothers and children, there is still a great apprehension about public breastfeeding in Ireland. By the time their babies are four months old, only 53% of Irish breastfeeding mothers have nursed their babies outside the home. In response to this, Friends of Breastfeeding introduced their Breastfeeding Friendly Initiative which involves asking local businesses to display their sticker in their window to show their support for breastfeeding families in Ireland and to help give mothers the confidence to nurse their children in public. In return, these businesses are then advertised as being Breastfeeding Friendly on the Friends of Breastfeeding website.

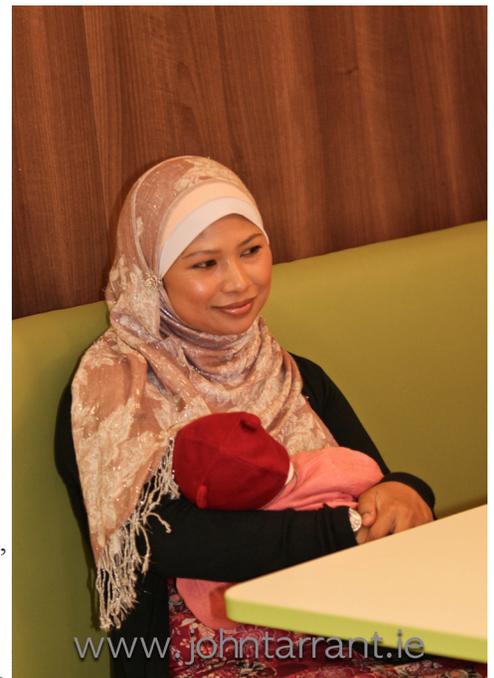


This was Ireland's second year taking place in the challenge. In 2010, a venue in Cork placed fourth overall with 106 children being nursed simultaneously in a local Shopping Center. An impressive turnout considering the entire event had been organized in under 10 days! This year, Irish Charity Friends of Breastfeeding, of which Keating is the General Secretary, got involved in the Event's organization. On the morning of the Challenge, Close to 400 children were being nursed simultaneously in 8 venues across the country.

“What an amazing turn out we had, not only in Dublin and Cork but at all our venues in Ireland!” Says Keating. Maria Moulton, one of the Cork organizers and the organizer of last year's Irish event was equally blown away with the result. “It's incredible,” she says, “The air of support and celebration was just amazing, if only every new mother in the country could experience this kind of support, the picture of breastfeeding in Ireland would be very different indeed.”

Both Keating and Moulton are members of the Irish Charity Friends of Breastfeeding, an organization which

It is their hope that by raising the profile of breastfeeding through initiatives like the BFI and events like the Quintessence Challenge and by connecting women with their local breastfeeding support options, that they can start to change the attitudes which currently surround breastfeeding in Ireland.



Maria Casey

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Duncan, BC, Canada

On Vancouver Island in British Columbia Canada, there is strong support for breastfeeding. The annual Cowichan Breastfeeds moved to a new home in the Duncan public library. It's a great location, open to the public and a wonderful way to register that breastfeeding is the normal method of young child feeding. The Challenge has been held at the health unit and outdoors in the past but even on the west coast of Canada early October can be chilly and a warm venue is a bonus as far as socializing as well as registering the importance of breastfeeding. Duncan has taken part in the Quintessence Challenge since year one making this the 11th year the community has demonstrated support for breastfeeding mothers and their children!



Photographer: S-F Wang, Taiwan

Australian Baby's Day Out

A 2009 survey found that one in four Australians thought breastfeeding in public was not acceptable. Considering that over 90% of Australian women leave hospital breastfeeding, this posed a major obstacle. In order to address this unsupportive attitude, the Australian Breastfeeding Association's Breastfeeding Friendly Committees established the annual "Baby's Day Out". Their website (www.babysdayout.org/) invites "all Australians to celebrate babies and their very special place they have in the community and their right to breastfeed anywhere, anytime. Baby's Day Out is an event for the whole community." Also stated is "By participating in Baby's Day Out we can show the wider community that

breastfeeding is a normal part of life for a baby. Just as we socialize when we eat, so babies have the right to be included in their family's normal activities and not be taken away to have their meals or snacks in cars or toilets or under blankets."

Great idea on the part of the Aussies! The best way to increase acceptable to public breastfeeding is to encourage women to breastfeed "anywhere, anytime."

Questions about the Breastfeeding Challenge

1. We would like to hold our Quintessence Breastfeeding Challenge at our local mall. The mall Manager doesn't think public breastfeeding is appropriate. How have others managed to get support from their local malls?
2. Our local mall will let us hold the Challenge there but they want us to apply for liability insurance. Has anyone else dealt with this and how did other committee's come up with the money to purchase the insurance?
3. BFI: mother-friendly, baby-friendly, health provider friendly?

Promoting Breastfeeding:

Breastfeeding is normal versus breast is best



Oristano Italy

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Miramichi, New Brunswick



Bowen Island, BC



Kapuskasing, Ontario



Russia

Breast Cancer: Prevention is the new pink

Check out

<http://www.bestforbabes.org/prevention-is-the-new-pink>

Danielle Rigg, who had breast cancer in her thirties on her blog “Breast Cancer why I won’t race for the cure” states:

The evidence is clear that breast tissue is less susceptible to aberrations if you exclusively breastfeed: Breastfeeding is associated with a lower risk (a whopping 59%!!) of breast cancer in women who have a family history of the disease and at least a 28% reduction for those without one (me). And it lowers your breastfed baby girl’s lifetime risk getting breast cancer by 25% Check out the Best for babes website- great message!

The Weight of the Evidence?

For several years, clinicians asked whether maternal fluid overload given by IVs during labour could be related to excessive weight loss in newborns. Clinically, it seemed like a lot of newborns lost more than expected - without any other signs of dehydration. Some recent studies are providing some answers. Mulder et al (2010) found that at 2 days postpartum when babies lost more than 7% (and there were no other indicators of ineffective feeding) they had more voids and more feedings than babies who lost less weight. They concluded that these babies may be experiencing a normal physiologic diuresis unrelated to feeding behaviours. Noel-Weiss et al (2011) found a relationship between the amount of IV fluids mothers received and increased weight loss of newborns. Chantry et al (2011) found that excessive weight loss in newborns was related to 2 variables: net maternal fluid balance and delayed lactogenesis.

So ... when babies lose weight, take a look at the mother's fluid balance. If the baby has reasonable output, the weight loss might not be an issue.

Mulder, PJ, Johnson, TS, Baker, LC. (2010) Excessive weight loss in breastfed infants during the postpartum hospitalization. *J Obstet Gynecol Neonatal Nurs* (1): 15-26.

Chantry, CJ, Nommsen-Rivers LA, Peerson, Jm, Cohen, RJ, Dewey, KG. (2011). Excess weight loss in first-born breastfed newborns relater to maternal intrapartum fluid balance. *Pediatrics* (1):e171-179.

Noel-Weiss, J, Woodend, AK, Peterson, WE, Gibb, W, Groll, DL. (2011). An observational study of associations among maternal fluids during parturition, neonatal output, and breastfed newborn weight loss.



Miramichi, New Brunswick



We start them young!

Research

Ball HL, Moya E, Fairley L, Westman, J., Oddie, S. Wright, J. (2012) Infant care practices related to sudden infant death syndrome in South Asian and White British families in the UK. *Paediatric and Perinatal Epidemiology*. Jan;26(1):3-12.

This study compares infant care practices in two groups – white British families and South Asian families (Bangladeshi, Indian or Pakistani origin). In the UK, infants of South Asian parents have a lower rate of sudden infant death syndrome (SIDS) than White British infants. Infant care and lifestyle behaviours are strongly associated with SIDS risk.

Telephone interviews with 2560 families with 2- to 4-month-old singleton infants examined prevalence of self-reported practices in infant sleeping environment, sharing sleep surfaces, breastfeeding, use of dummy or pacifier, and lifestyle behaviours.

The researchers found significant differences in a range of care practices. Compared with White British infants, Pakistani infants were more likely to: sleep in an adult bed; be positioned on their side for sleep; have a pillow in their sleep environment; sleep under a duvet; be swaddled for sleep; ever bed-share; regularly bed-share; ever breastfeed; and breastfeed for 8 weeks or more.

As well, Pakistani infants were less likely to: sleep in a room alone; sleep with a soft toy; ever sofa-share; be receiving solid foods; use a dummy at night. Pakistani infants were also less likely to be exposed to maternal smoking and to alcohol consumption by either parent. No difference was noted in prone sleeping. Night-time infant care therefore differed significantly between South Asian and White British families.

The researchers suggest that South Asian infant care practices were more likely to protect infants from SIDS risk factors such as solitary sleep, sofa sharing, smoking, and alcohol consumption, therefore lowering the rate of SIDS in this population.

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