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Notes

11 pp.

An interesting comparison can be made between the 150-slide set made in 1982, and the current. While the initial slide set concentrated on technical and scientific aspects, explaining all the medical advantages of mother's milk and the process of breast-feeding, the second slide set gives a strong 'hands-on' feeling. Instead of 'trying to prove something' by accumulating statistics and scientific facts, it simply expresses the conviction that breast-feeding works best for every mother. Small adversities are anticipated and remedial advice given. The second set gives the impression of having been reworked in view of experience with the first, and may incorporate feed-back from new mothers and viewers.

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SUCCESSFUL BREASTFEEDING



Part I: Preparing For Your Baby
Part II: Caring For Your Baby

An Audiovisual Presentation
Produced by UNICEF 1984

SUCCESSFUL BREAST-FEEDING

The objectives of this programme are:

- to provide essential information on breast-feeding and weaning for mothers, nurses and midwives;
- to create a supportive environment for breast-feeding within the community;
- to stimulate discussion on the advantages and techniques of breast-feeding and infant nutrition; and
- to serve as a prototype for similar productions that utilize country-specific materials.

Instructions for presentation:

- 1) place slide tray on projector and advance to slide no. 1;
- 2) focus the projector;
- 3) start the cassette tape recorder;
- 4) advance projector from slide no. 1 to no. 2 when you hear the first beep;
- 5) continue to advance projector with each successive beep; and
- 6) change of slide is indicated in the script by the symbol •.

This audio-visual presentation consists of 80 slides, one cassette tape, and script. Part I: Preparing for Your Baby (slides 1-45) is 13 minutes in length; and Part II: Weaning Your Baby (slides 46-80) is 8 minutes in length. It is recommended that a question and answer period be provided at the end of Part I and at the conclusion of Part II. A sample list of questions is provided for your convenience within the script.

SUCCESSFUL BREAST-FEEDING PART I: PREPARING FOR YOUR BABY

1. UNICEF logo. ●
2. Successful Breast-feeding Part I: Preparing for your baby. ●
3. From the moment of conception, a child's survival is dependent upon the nourishment provided by the mother. Throughout pregnancy, the developing child receives nutrition directly from the mother through the navel string (umbilical cord). ●
4. When the baby is born and the navel string is cut, the mother must find another way to continue to nourish her child. ●
5. In the past, all mothers met their babies' nutritional needs through breast-feeding. Until quite recently, there were no alternatives. But today, there are options, and each mother must make a choice: "Should I breast-feed or should I bottle-feed?". ●
6. Before you choose between breast and bottle, you should first consider some of the important advantages of breast-milk over milk powder. As you will see, breast-feeding is clearly the healthiest, safest and most convenient way to nourish your baby. ●
7. To use milk powder, commonly known as formula, without risking the baby's health; the mother must boil water, bottles and teats, as well as carefully mix and measure the milk powder. This is a time consuming and expensive procedure that adds an unnecessary financial burden to the family budget. ●
8. By comparison, breast-feeding is a cheap and simple method of nourishing a child. Breast-milk requires no sterilization, preparation or refrigeration since it is always pure, and readily available at the right temperature and amount. ●
9. Formula feeding is very expensive. Due to its expense, mothers often add too much water to the formula solution to make it last longer. Over-diluted formula is lacking in nutrition—so it often causes malnourishment in infants. ●
10. Mother's milk is the only inexpensive, perfectly balanced form of nourishment that contains all the nutrients a baby needs for proper growth and weight gain. A breast-fed baby is a well nourished baby. ●
11. Newborn babies are vulnerable to germs that can cause disease. Bottle-fed infants frequently become very ill due to germs that are present in the water and bottles that are used to mix the formula solution. ●
12. Breast-feeding is much healthier and safer than bottle-feeding. Not only is breast-milk always pure and free of germs, but, it also contains certain agents that make babies resistant to many common infections. Consequently, there is a much higher rate of survival among breast-fed babies as compared to bottle-fed babies. ●
13. As you can see, mother's milk is the safest, healthiest and most nutritious food for your baby. So, before you choose between breast and bottle, remember this above all else: **BREAST-FEEDING MAY SAVE YOUR BABY'S LIFE!** ●
14. In spite of formula's dangers and expense, many women bottle-feed. They do so, largely because they lack confidence in their ability to breast-feed. One common concern is that their milk is too thin, lacking in adequate nutrition. ●

15. Breast-milk does appear to be more watery than formula. But despite its appearance *all breast-milk*, even that of a malnourished mother, is of good quality and more nutritious than formula. ●
16. Also, many women choose not to breast-feed because they fear their breasts are too small to produce enough milk to satisfy their baby's needs. ●
17. But the truth is that a woman with small breasts can provide just as much milk as a woman with large breasts. In fact nearly all women can produce high quality milk in adequate quantities. ●
18. It is best to make your commitment to breast-feeding *before* your baby is born, so that you can prepare for nursing. ●
19. While you are pregnant, it is important to maintain a good diet by eating a variety of nutritious foods and drinking plenty of fluids. Also you will need to eat a little more than you usually do. ●
20. To care for and condition your breasts, wash them daily with warm water. But avoid using soap or alcohol on your nipples, since this can harm the skin. After bathing, rub each nipple briskly with a clean towel to toughen the sensitive skin. ●
21. Once the skin is dry, apply a lubricant to your nipples. Vegetable oil, baby oil, vaseline, coconut oil or coconut milk are all suitable for this purpose. Afterwards, it is a good idea to dress in such a way that provides support for your enlarged breasts. Proper support, such as a slightly loose fitting bra, ensures that your breasts will not sag when they return to their normal size. ●
22. In addition to this routine of breast-care, you can condition your nipples for nursing by gently pulling them out several times a day during the last two months of pregnancy. This exercise is especially helpful if your nipples are flat or inverted. ●
23. The best time to begin breast-feeding is as soon as possible after your baby is born. Not only are these first feedings an important learning period for you and your baby; but they also help to foster a close loving bond between the two of you. ●
24. For the first few days following birth, your breasts will secrete a bright yellow fluid called colostrum. Colostrum not only nourishes your baby, but, also has properties which protect him from infection and disease. So be sure to nurse often when colostrum is present. ●
25. During the first week of nursing you may experience a cramp in your uterus whenever your baby sucks. This is a normal function of your body caused by the womb returning to its pre-pregnancy size. ●
26. Although your breasts may feel empty at first, you should feed your baby frequently. The sucking action of the baby's mouth on your breast stimulates the production of milk. Consequently, the more you breast-feed, the more milk your breasts will produce. ●
27. Generally, you will need to breast-feed every 2-3 hours. But rather than maintain a strict schedule, try to nurse whenever your child is hungry. Remember, it is important to breast-feed often, in order to increase your capacity to produce milk. Frequent feedings ensure that you will have enough milk to meet your growing baby's needs. ●

28. Usually, it takes several days before the real milk comes into the breasts. Meanwhile, it is not necessary to feed your baby any other foods, especially formula or sugar solution. In fact, it is important to avoid feeding your baby any foods through a baby bottle, since a bottle-fed baby may refuse to suck at the breast. ●
29. When your milk does come in, your breasts may swell up and become hard due to an accumulation of milk in the breasts. The swelling will decrease within a few days if you feed your baby frequently, allowing him to suck on the fuller breast first. ●
30. It may take some time for your nipples to become used to the baby's sucking. Meanwhile, your nipples may be sore and tender. To remedy this condition nurse your baby more often, but, for shorter periods of time. ●
31. Successful breast-feeding is largely dependent upon using the proper techniques. Initially, it is important to find a position that is comfortable for both you and your baby. You can feed your baby while reclining on some pillows, lying on your side or sitting up. In whichever position you choose, you should hold the baby close to you while supporting his head on your arm. ●
32. Then, gently stroke the baby's cheek with your nipple. This causes the baby to open his mouth and seek to latch onto the breast. ●
33. To make it easier for the baby to latch on, hold the dark area surrounding the nipple between your fingers. While feeding, the baby's head should be close enough to the nipple that his chin touches the breast. ●
34. In order to suck correctly, *all* of the nipple, and some of the dark area around it should be deep in the baby's mouth (as seen on the right side). If your baby is sucking and pulling on the tip of the nipple, he will not get much milk (this is shown on the left side). You can tell that your baby is sucking *incorrectly*, if you hear smacking sounds as he feeds. ●
35. During each feeding, allow your child to suckle both breasts. It is also best to alternate which side the baby sucks first. If you started on the left during the last feed, then start on the right next time. This gives both breasts an equal amount of stimulation. ●
36. Your baby should suck each breast for no longer than ten minutes. When you want to switch sides during a feeding, *do not pull* the baby off the breast. This can harm the nipple. Instead, use a finger to press the breast away from the corner of his mouth. ●
37. Burp your baby by gently patting him on the back after he has finished the first breast and at the end of the feeding. ●
38. After feeding and burping your baby, lie him down on his side or his stomach. Never put your baby on his back after a feeding since he could choke if he spits up some milk. ●
39. The first few weeks following the birth of a baby is often an emotionally trying and physically demanding time for the mother. It is quite common for a new mother to experience a disruption of her milk when she is feeling stressful or depressed during this period. ●
40. If you should feel upset and have problems nursing, try to talk to someone close to you who can provide understanding, encouragement and support. ●

41. Whenever you have problems breast-feeding be sure to avoid bottle-feeding, even as a temporary measure; since your baby may refuse to suck at your breast if he becomes accustomed to sucking on a bottle. Instead, you can usually overcome any breast-feeding problems by increasing the frequency of feedings in order to stimulate your milk production. ●
42. Breast-feeding can mean the difference between health and illness, malnutrition and normal growth, and most importantly, life and death for your baby. ●
43. The choice to breast-feed is probably the most important decision you will make concerning your child's welfare. The only requirements for successful breast-feeding are confidence, commitment and perseverance. You *can* do it! ●
44. So join the ranks of women throughout the world who have chosen to feed their babies the very best form of nourishment—Mother's milk. ●
45. Please stop here for questions and discussion, before proceeding to Part II of the programme.

It is suggested that an intermission be provided between Part I and Part II of the programme in order to stimulate discussion and to clarify important points. Below is a list of questions that may be used to involve the group in a dialogue on breast-feeding.

How many woman in the group intend to breast-feed?

Why have they chosen to nourish their babies with mother's milk?

Why is formula-feeding dangerous?

How can you prepare for breast-feeding while you are pregnant?

How soon after birth should you begin breast-feeding?

How is colostrum important to your baby's health?

How often should a baby be breast-fed?

Why is frequent feeding crucial to successful breast-feeding?

SUCCESSFUL BREAST-FEEDING PART II: WEANING YOUR BABY

46. **Successful Breast-feeding Part II: Weaning Your Baby. ●**
47. **Breast-feeding offers numerous benefits for both mother and child. One of the advantages is that it provides close physical contact, which helps to develop a warm loving relationship between a mother and her baby. ●**
48. **And as a mother who breast-feeds, you can rest assured that you are providing your baby with the very best possible form of nourishment. ●**
49. **Mother's milk is a perfect balance of all the nutrients your baby needs to grow healthy and strong. It is rich in vitamins, minerals, protein, sugar and salts. ●**
50. **The nutrients in your breast-milk are derived from the food you eat. So, while you are nursing, your diet must be sufficient to meet the nutritional needs of both you and your baby. Consequently, you will need to eat a little more than you usually do. ●**
51. **Perhaps, with the money you save by not buying formula, you can purchase some additional food to meet your increased nutritional needs. ●**
52. **The best diet includes a variety of nutritious foods and plenty of liquids. But it is not necessary to eat special high priced foods. ●**
53. **You should plan to space the birth of your children at least two years apart. Since there is a much higher rate of death amongst children who are born within a shorter time span. ●**
54. **Although your chances of conceiving another child are reduced while you are breast-feeding on a regular basis, you should still use some form of contraception to avoid pregnancy. Your healthcare worker can advise you on the advantages of family planning and can recommend the best contraceptive for you. ●**
55. **Babies are very susceptible to germs which cause diarrhoea. Bottle-fed babies have frequent bouts of diarrhoea, but, even breast-fed babies can contract diarrhoea from germs that are present in their environment. ●**
56. **Diarrhoea is a condition in which the body loses liquids. In order to replace these liquids, you should breast-feed your baby frequently. ●**
57. **Prolonged diarrhoea resulting in dehydration can be life threatening. If the diarrhoea persists you should consult your healthcare worker concerning fluid replacement treatments (Oral Rehydration Therapy). ●**
58. **The key to successful breast-feeding is frequent nursing. It is important to feed your baby whenever he is hungry. ●**
59. **But as your baby gets older, you may want to begin working again. If this is the case, how can you continue to breast-feed your baby? ●**
60. **Many women stop nursing as soon as they return to their jobs. This is unfortunate, since in most cases working mothers can and should continue to breast-feed. ●**
61. **When you return to your job, you should take your baby to work with you and feed her during breaks throughout the day. ●**

62. If this is not possible, feed your baby frequently whenever you are at home; in the mornings before work, during your lunch break and as soon as you return home at the end of the work day. ●
63. Also, allow your baby to sleep with you or nearby so that you can feed her often during the night. Night-feedings are very important if you are not home to breast-feed during the day. ●
64. For the first 4-6 months of your baby's life, his nutritional needs can be met entirely by mother's milk. No other food is necessary. ●
65. But, as your child grows, his nutritional needs will eventually exceed your capacity to produce milk. At this point, your baby will require some other foods in addition to your breast milk. ●
66. The timely introduction of semi-solid foods is crucial to your child's health and development. Even a healthy breast-fed baby will become malnourished if semi-solid foods are not added to his diet after 4-6 months. ●
67. Introduce your baby to new foods gradually, one at a time. If your baby refuses to eat a certain food do not force her. Instead, offer it to her again at a later date. ●
68. Always use utensils that are clean and dry when feeding your baby semi-solid foods. If you are not using a spoon to feed your child, be certain that your hands and your baby's hands are clean and free of germs. ●
69. Initially, you can feed your baby a thick porridge made up of cooked local foods such as grains, roots, tubers and bananas mixed with margarine or cooking oil and a little sugar. ●
70. In addition to the porridge, you can feed your child fruit juices and soft fruits that have been mashed and strained. ●
71. After your baby has grown accustomed to these new foods, you can add to her diet dark green leafy vegetables that have been cooked and chopped. ●
72. When your baby is 4 to 6 months of age, you can introduce small amounts of protein rich foods such as beans, peas, eggs, fish, and meat. ●
73. Eventually household staples and adult foods that are mixed and ground will become an important part of your baby's diet. Separate the baby's portion before you add any hot spices to the family pot. ●
74. As your baby is becoming used to solid foods, breast-milk remains an important part of his diet. So, breast-feed your baby whenever he demands it. ●
75. How long you continue to nurse is largely a matter of personal choice. Infants can be nourished by mother's milk supplemented by solid food for one or two years. ●
76. In any case, do not stop breast-feeding until after your child has become accustomed to eating solid foods. Then, if you wish you can gradually eliminate breast-milk from your baby's diet. ●
77. Proper infant nutrition is an important aspect of successful breast-feeding. After you have stopped breast-feeding, make sure that your child is getting enough nutritious foods and liquids to maintain proper growth. ●

78. By breast-feeding regularly and feeding your baby nutritious foods at the appropriate time you can ensure that your baby will grow up to be a healthy strong child. ●
79. So nourish your child the safe way, the healthy way, the modern way—through successful breast-feeding. ●
80. UNICEF Logo.

Below is a list of additional questions that may be used to stimulate a discussion at the conclusion of Part II of the programme.

Why is proper nutrition important for mothers who are breast-feeding?

What does a well balanced diet consist of?

How can you continue to breast-feed once you have returned to work?

Can you become pregnant while breast-feeding?

Why is child spacing so important?

How do babies contract diarrhoea?

What should you do if your baby is sick with diarrhoea?

When should you add semi-solid foods to your baby's diet?

What foods can you give your baby in addition to breast-milk?

When can your baby eat adult foods?

How long should you continue to breast-feed?

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