



Operational Guideline

TITLE:

Public Health Nurses Operational Guidelines for Supplementation with Artificial Baby Milk (ABM)

CODE

APPROVED BY:

Program		Date	Program		Date	REVISED DATE	PAGE
<input type="checkbox"/>	Community Health Services Leadership Team	26Jun2013	<input type="checkbox"/>	Home Care			
<input type="checkbox"/>	Family Medicine/Primary Care		<input type="checkbox"/>	Population and Public Health	26Jun 2013		
<input type="checkbox"/>	Mental Health		<input type="checkbox"/>				
<input checked="" type="checkbox"/>	Nursing Practice Council	16Feb2011	<input type="checkbox"/>				

PURPOSE:

In adherence with the Winnipeg Regional Health Authority (WRHA) Regional Breastfeeding Practice Guidelines, this operational guideline describes processes specific to public health practice and the use of artificial baby milk (ABM).

Indications for ABM supplementation are located in the WRHA Regional Breastfeeding Practice Guidelines (p.12). This operational guideline should not circumvent the direction provided by the Regional Breastfeeding Practice Guidelines.

GOAL:

All families will be respected and supported regardless of their infant feeding choice. The aim is to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring appropriate use of breast-milk substitutes based on adequate information, as well as appropriate marketing and distribution (WHO,1981,p.8).

SCOPE:

This guideline applies to Public Health Nurses (PHNs).

DEFINITIONS:

ABM: Artificial baby milk; infant formula; commercial formula

EBM: Expressed breast milk

Exclusive breastfeeding:

No food or liquid other than breast milk is given to the infant from birth, not even water; by the mother, health care provider, or family member/



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Food security: Having access to adequate food to meet the requirements of a full term infant.

Supplementation:

Nourishment from a source other than exclusive breastfeeding, including food (expressed breast milk and or / formula) during, after, or in place of breastfeeding.

BACKGROUND:

The ethical principles outlined by the International Code of Marketing Breast-milk Substitutes (WHO, 1981) states that accepting formula samples, attending “company-sponsored educational seminars” and distributing free formula samples, are conflicts of interest. Formula companies produce infant feeding information, formula samples and advertising, for the sole purposes of increasing sale of their products. These tactics have been shown to effectively decrease the exclusivity and duration of breastfeeding, as well as create formula brand recognition and loyalty.

PROCEDURE

1. Public Health Nurses provide support and education to families who have chosen to exclusively breastfeed.
2. Public Health Nurses provide support and education to families who have chosen to exclusively breastfeed, however are experiencing challenges for which supplementation is medically indicated (WRHA, 2009, p.85).



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- Supplementation may be medically indicated following an infant feeding assessment, where it is deemed to be in the best interests of client care (WRHA, 2009, p.12).
 - In situations where the family has identified food security issues related to supplementation, the PHN will assist the family in problem solving and securing a source of ABM (Appendix A)
3. Public Health Nurses will support families who have chosen to exclusively feed ABM and have identified food security issues:
- The PHN will problem solve with families to identify a sustainable source of infant formula (see Appendix A).

VALIDATION:

The WHO Code states that organizations choosing to distribute infant formula or other donated products must also assume responsibility to ensure an ongoing supply of those products as long as the infants requires it (WHO, 1981).

RECOMMENDED:

Winnipeg Regional Health Authority. (2009). Breastfeeding practice guidelines for the healthy term infant (3rd ed.) Winnipeg, Mb: WRHA.

World Health Organization.(1981). The International Code of Breast-Milk Substitutes. Geneva: WHO.