



Breastfeeding

Position Statement



Breastfeeding Position Statement

Statement:

Breastfeeding is the normal, biological method for infant feeding, and has immediate and long-term positive health outcomes for both mother and infant. Breastfeeding is actively promoted, supported and protected by the AAMCFHN. The AAMCFHN supports all mothers in their choice of infant feeding.

Aims:

1. To optimise health outcomes for families by actively supporting and promoting breastfeeding.
2. To provide clinical best practice for infants and their families in regard to breastfeeding.
3. To raise awareness of the vital role the AAMCFHN plays in supporting breastfeeding families.
4. To support the development and introduction of The Baby Friendly Community Initiative in Australia.

Principles:

1. Breastfeeding is the optimal feeding method for mothers and infants.
2. Breastfeeding is a primary component of health promotion.
3. Current evidence based research recognises the significant health benefits of breastfeeding for mothers and infants.
4. The AAMCFHN supports and encourages breastfeeding as recommended by the NHMRC and the WHO code.
5. AAMCFHN promotes and supports breastfeeding in response to babies needs.



Advertising and Commercial Sponsorship:

- a) The AAMCFHN supports the Australian Breastfeeding Association and promotes the Breastfeeding Help line.
- b) No samples of breast milk substitutes are to be promoted at AAMCFHN events or in AAMCFHN publications in accordance with the WHO code
- c) No advertising or display of breast milk substitutes, feeding bottles, teats or dummies at AAMCFHN events or in AAMCFHN publications.
- d) No products or literature displaying the logo of manufacturers of breast milk substitutes, eg pens, post it notes, mugs, diaries are to be available at AAMCFHN events or in AAMCFHN publications.
- e) The AAMCFHN will not accept sponsorship from any company that produces breast milk substitutes as per the WHO code.



Supporting documents:

ABA (2003) *Policy Statement on Breastfeeding* Australian Breastfeeding Association

ALCA: <http://www.alca.asn.au/4042/ALCA/Policies>

AMAIF (2007) *Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement* MAIF AGREEMENT

Advisory Panel on the Marketing in Australia of Infant Formula (APMAIF)

BFHI Australia (2007) *Baby Friendly Health Initiative: The 7-point plan for Community Health Services* Australia

BFHI Australia (2007) *Booklet 1 – Implementing the 10 Steps to Successful Breastfeeding* The Global Criteria for Baby Friendly Hospitals in Australia Canberra

ILCA: *Position Paper on Infant Feeding* www.ilca.org

NHMRC (2003) *Dietary Guidelines for Children and Adolescents in Australia incorporating the infant feeding guidelines for health workers* Commonwealth of Australia

NSW Health (2006) *Breastfeeding in NSW: Promotion, Protection and Support* Department of Health NSW

Parliament of The Commonwealth of Australia (2007) *Best Start: report on the inquiry to the health benefits of breastfeeding*. Standing Committee on Health and Ageing. Canberra

Royal Women's Hospital (2004) *Breastfeeding Best Practice Guidelines* RWH Melbourne

UNICEF (2007) *Baby Friendly Initiative: The Seven Point Plan for Sustaining Breastfeeding in the Community*. United Kingdom

UNICEF (2007) *Infant & Young Child Feeding & Care*
www.unicef.org/nutrition/index_breastfeeding.html

World Health Organisation (1981) *International code of marketing of breast-milk substitutes*. www.who.int/nutrition/publications/code_english.pdf

World Health Organisation (2004) *Nutrition Infant & Young Children: Exclusive Breastfeeding*
http://www.who.int/child-adolescent-health/NUTRITION/infant_exclusive.htm