

Formula NO Thanks!

An Evidence Based Mass Media Campaign

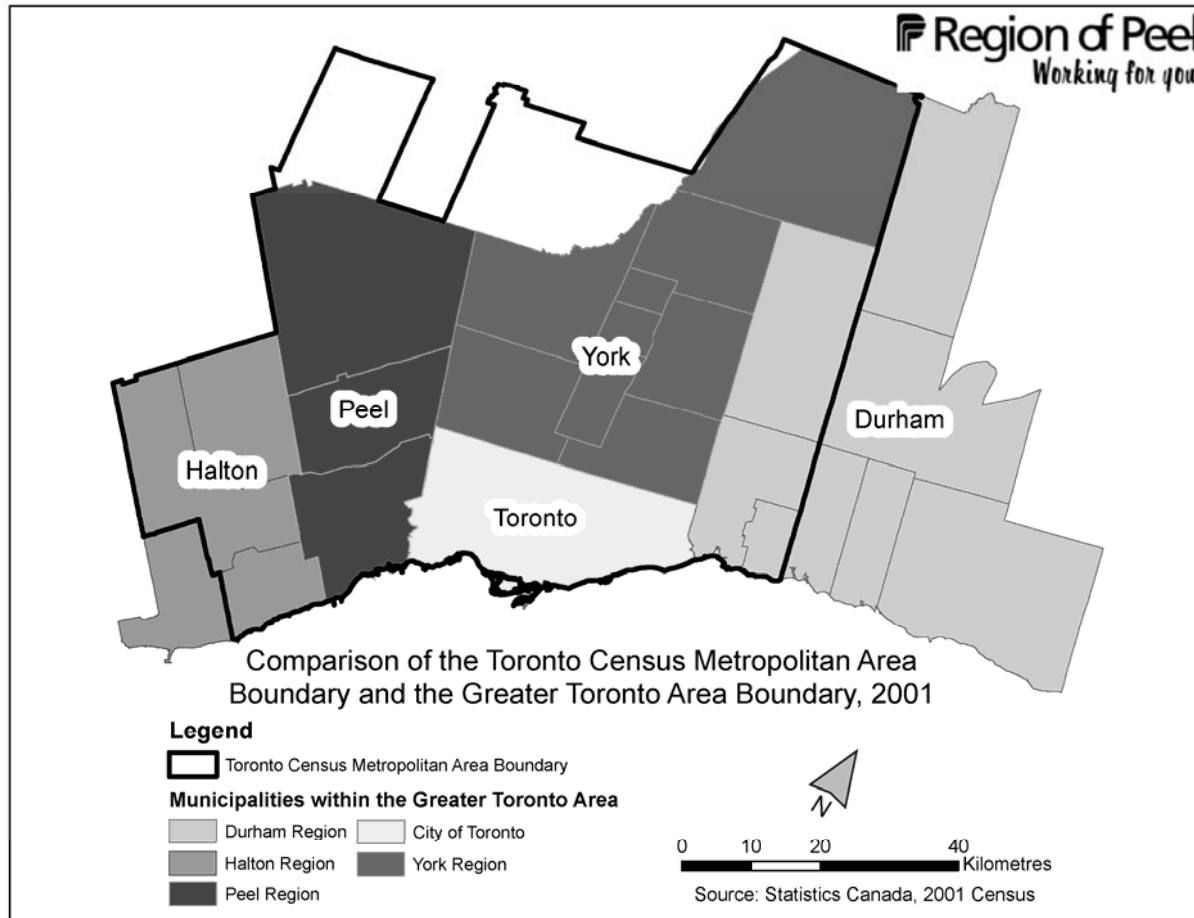
Community Health Nurses Conference
Calgary, Alberta
June 18, 2009

Peel Public Health

- The Region of Peel is in the heart of southern Ontario
- It is the second largest municipality in Ontario, with a population of over 1.2 million residents in the cities of Mississauga, Brampton and the Town of Caledon



Where Are We Located



Peel Demographics

- Population 1.25 million
- 16,700 births per year
- Higher proportion of children, young families, immigrants than rest of Ontario
- Growing rapidly – 30,000 new people per year

Breastfeeding is Best

- Reduces health disparities
- Firm commitment to breastfeeding
- Baby Friendly (BFI) designation 2009
- 9000 babies seen annually by PHN
- Clinics, telephone support, peer support
- Previous mass media campaign
Breastfeeding: Anytime, Anywhere

Breastfeeding... is going places!



Need help? Call us: 905-799-7700

 Region of Peel
Working for you
Public Health


of Peel
Working for you

Breastfeeding... Mom's calorie burner



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Everyone can eat at the table...



Breastfeeding Friendly



ANYTIME ANYWHERE

Breastfeeding is going places!

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Data

- Initiation rate
- Six month duration
- Six month exclusivity
- Mothers know that breast milk is the best food
- What they don't know is formula has risks
 - Risks to their milk supply
 - Risks to the health of the baby

Helping Parents Make Informed Decisions

- Need for credible, reliable information to make informed decisions
- Benefits of breastfeeding
- Evidence re risks of formula feeding not readily accessible

Formula NO Thanks

- Mass media
- Website
- Process of retrieving and appraising evidence
- Challenges encountered in using evidence to shape key messages

Focus Group Findings

- Women felt 6 months right time to switch to formula
- There was lack of knowledge of risks to mother's milk supply when formula introduced
- Strong lack of knowledge on risks of formula
- Couples felt the benefits of formula feeding outweighed the risks

Focus Group Findings cont'd

- Parents were interested and impacted by scientific information on the risks of formula
- Parents want to set their child up for the best chance for success in life
- Parents want a balanced approach
- Public Health is seen as a credible source of health information
- There was high aversion to the 'breastfeed at all costs' message

A New Campaign Direction

- Start to change attitudes, perception of formula
- Focus on evidence re health outcomes
- Target prenatal audience
- Create cute, catchy images to drive target to website
- Use mass media to influence societal perceptions

Formula NO Thanks

- Need two or three messages about the risks of formula
- We thought we had them!
- Why?
 - Annotated bibliography
 - Consensus statements
 - Advocacy group material
 - Website material
 - Some articles
 - One systematic review

Initial Plans

- Formula NO thanks.
 - I've got a test to study for
- Formula NO thanks
 - I'm fighting off an infection



Focus on EIDM

- Beginning to critical appraisal evidence
- Reviewed the evidence behind the claims
 - Cognitive development
 - Infections



Time to RE-GROUP

- Needed a systematic review of the evidence
- Thorough search strategy
- Critical appraisal of material
- Synthesis of evidence
- Proposed direction

Sounds easy? It's not!

- Skill development
- Resources
- Time
- Timelines



Cognitive Development

Formula NO Thanks: I've Got A Test To Study For

- New search uncovers
 - Large systematic review
 - Agency for Health Research and Quality
 - Contradictory evidence on cognitive

Other findings

- Hospitalization for respiratory infections
- Gastrointestinal infections
- Acute Otitis Media
- Obesity, likelihood over overweight or obesity in later life
- Many other outcomes analyzed

Hence we shifted our campaign focus:

- Infection
- Obesity

FORMULA? NO THANKS. I'M FIGHTING OFF AN INFECTION

Babies don't get to choose whether they are fed breast milk or formula. But you do. And since your choice can affect your child's healthy development, you need to get all the facts first. For example, did you know that recent studies show formula fed babies have a much higher risk of ear infections, respiratory infections and diarrheal infections? Is a child in your future? We can help you make an informed choice that's right for you and your baby.

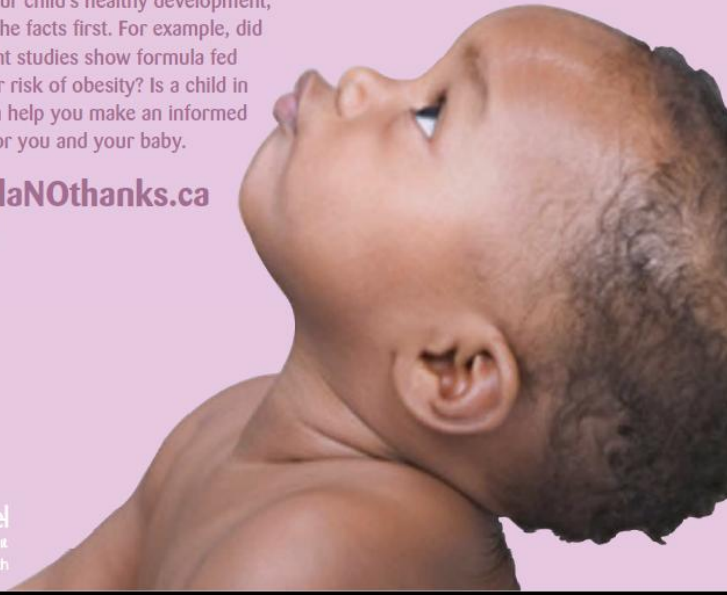
www.formulaNOthanks.ca
905.799.7700



FORMULA? NO THANKS. I'M WATCHING MY WAISTLINE.

Babies don't get to choose whether they are fed breast milk or formula. But you do. And since your choice can affect your child's healthy development, you need to get all the facts first. For example, did you know that recent studies show formula fed babies have a higher risk of obesity? Is a child in your future? We can help you make an informed choice that's right for you and your baby.

www.formulaNOthanks.ca
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Enhanced Website

- Posted the evidence in lay terms
- Introduced instructional breastfeeding videos
- Showing latch, position, expression
- www.FormulaNOThanks.ca
- www.breastfeedinginpeel.ca



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Peel Public Health

Parenting in Peel

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[Baby's First Year](#)

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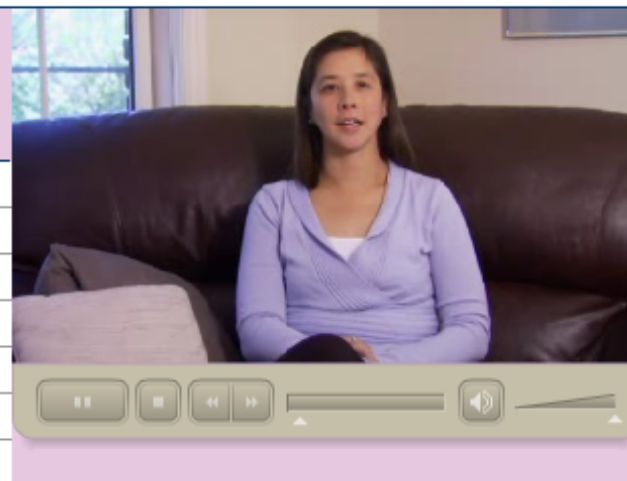
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- [▶ Breastfeeding in the First Weeks](#)
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Formula? No Thanks.

Peel Public Health and the World Health Organization recommend exclusive breastfeeding for the first six months of a baby's life; and then continued breastfeeding with the addition of age-appropriate foods for up to two years and beyond.

Exclusive breastfeeding (and continued breastfeeding with the introduction of solid foods) is the healthiest way to feed an infant. In fact, research shows formula-fed babies are at an increased risk of infection and disease. The introduction of formula can also seriously affect a mother's ability to breastfeed successfully.

Babies don't get to choose whether they are fed breast milk or formula. But you do. And since your choice can affect your child's healthy development, you need to get all the facts first. Use this website to make informed decisions about feeding your baby.



[View instructional videos](#)



[Just For Dads](#)



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FORMULA? NO THANKS.

- ▶ [About obesity](#)
- ▶ [About ear infections](#)
- ▶ [About lower respiratory infections](#)
- ▶ [About diarrheal infections](#)

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Make An Informed Decision

It's important to you to give your baby the best start in life. To do this, Peel Public Health knows you need good quality information to help you make the best choice for feeding your baby.

On this site, you'll find recent medical information on what causes some health problems in infants as well as how breast milk reduces an infant's health risks.

Research shows breastfed babies are at lower risk for various infections, including diarrheal or gastrointestinal infections. There is also strong medical evidence that shows exclusive breastfeeding further reduces an infant's risk for infection and disease. For example, when mothers exclusively breastfeed for at least six months, infants are 50% less likely to get an ear infection.

Common diseases which require medical attention (such as, gastro-intestinal infection and lower respiratory tract infections) are significantly less common in breastfed babies.

Recent reviews of the research also indicate a lower risk for other long-term health consequences for those with a history of breastfeeding. For example, the risk of obesity in later life is decreased by 14-33% for babies who were breastfed compared to formula-fed babies.

Take the time to review the information on this website and make an informed decision for your baby.



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FORMULA? NO THANKS.

- ▶ About obesity
- ▶ About ear infections
- ▶ About lower respiratory infections
- ▶ About diarrheal infections

Make An Informed Decision

About ear infections

Babies don't get to choose whether they are fed breast milk or formula, but you do. As your choice can affect your child's healthy development you need to get all the facts.

Ear infections are very painful for children and can affect their long-term hearing. It is estimated that 44% of infants will have one ear infection (acute otitis media) before they are one year old. Almost 70% of children under six years old have had an ear infection.

Research shows if infants are exclusively breastfed, that is, they receive no food or drink other than breast milk, the risk of an ear infection can be 50% less than if they are only fed formula. This protective effect lasts for as long as the mother is breastfeeding.

What causes ear infections?

Ear infections can begin as upper respiratory infections like the common cold. Swollen mucous membranes (the moist lining in our mouths and nasal passage) and excess mucus (such as found with a stuffy or runny nose) can interfere with the eustachian tube that connects the back of the throat to the middle ear. This can pave the way for germs to spread into the middle ear, causing a sudden, full-blown infection.

How does breast milk protect children against ear infections?

Breast milk contains natural substances called immunoglobulins, which protect children against common bacteria and viruses that lead to ear infections. Breast milk also contains antibodies that make it hard for invading germs to attach onto the cells of the throat.



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Parenting in Peel

- Pregnancy
- Breastfeeding
- Baby's First Year
- Just for Dads
- Toddlers and Preschoolers
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Breastfeeding

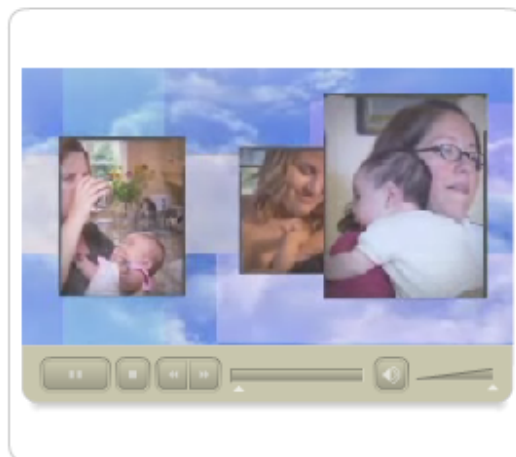
- ▶ Breastfeeding services
- ▶ Breastfeeding videos
- ▶ Breastfeeding books for parents
- ▶ Breastfeeding-friendly books for children
- ▶ Breastfeeding-friendly places
- ▶ Printable resources

Breastfeeding Resources

Breastfeeding videos



Formula?
No Thanks.



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Breastfeeding in the first hours
The Latch
Breastfeeding Positions
Milk Supply
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Pregnancy



What's New



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forums 

Choose your forum:

- [No...](#) - Chatterz Tuesday, December 2nd, 2008
- [oh I understand...](#) - Molly Maid Mom Tuesday
- [Yeah...](#) - Chatterz Tuesday, December 2nd,
- [You are much better than me!](#) - Krysie Tuesday, (
- [Naw...](#) - Chatterz Tuesday, December 2nd, 2008
- [You're welcome... and I know exactly](#) - Krysie
- Woah!! TP's ad is a tad bold IMO!** - Mistleroe Tue
- I agree with you.... - JohnCena'sJingleBalls Tues
- Daniel was - Momof2darlingboys Tuesday, Dece
- exactly.... - JohnCena'sJingleBalls Tuesday, D
- It's while breastfeeding - FiveAlive Tuesday
- statistics and anecdotes are different thou
- Agree - Laark Tuesday, December 2nd, 20
- I think it is about time - Jocelyn Tuesday, Decemb
- [Agree. n/t](#) - Snooping-Under-the-Tree Tuesday
- [ITA!](#) - shoegal Tuesday, December 2nd, 2008

Date 11:26:51 AM Tuesday, December 2nd, 2008

From Jocelyn

In reply to [Woah!! TP's ad is a tad bold IMO!](#) by Mistleroe

Subject I think it is about time

that there were breastfeeding ads to help counteract all the formula that is advertised here. I don't think being truthful is an insult to formula feeding moms, I think it is insulting to assume they can't handle the truth.



ROGERS
Holiday Guide

Enter for your chance to win a trip to Viva Wyndha Azteca resort in Mexico.

Enter every week

The Response

- The website was Hit!
- Dealing with the negative



Changes in our Practice

- Knowledge Translation
 - Synthesis and dissemination
 - Internal and external
- Divisional meeting, handouts, team meetings
- Increase capacity for professional staff and non-professional staff to feel comfortable with the evidence
- Prenatal curriculum changes

The Journey Continues

- Year Two
 - Need to update our evidence
 - New published research on cognitive development
 - Further skill development



EIDM: An Organizational Priority

- Cultural change
- Clear guidelines when and where to look
- How much is enough?
- Tools for mapping out issue
- Tools for searching
- Access to on line full text, library
- Methods for synthesizing information
- Dissemination pathways

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