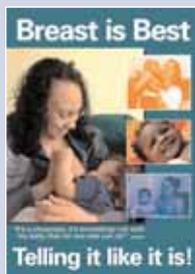


Breast is best: Telling it like it is!

Video

2004, IGTV Business Communications Ltd supported by Nestlé Trust
To order call 020 8667 6811



This teaching aid consists of two videos, a version for professionals (13mins) and one for teenage mums (10mins). The aim is to encourage breastfeeding in this vulnerable age group using their peer group.

Both videos have the same footage of four young women discussing their breastfeeding experiences and one who is pregnant. The professionals' version has an additional few minutes introduction setting the scene on teenage breastfeeding e.g. the low prevalence initiation and short duration compared to older women. The scene is a relaxed one, set in a home, adding to the authenticity of the film.

This was a group of teenagers who on the whole were committed to breastfeeding before the birth of their babies. There was one exception, she was ambivalent, but had a go and was still breastfeeding at 14 months. It was a pity there were not

more examples similar to this as those who are undecided are the group we are trying to target. The emotional benefits of breastfeeding came across clearly with heartfelt comments from the participants. Health benefits, although mentioned, could usefully have been expanded.

"I found it interesting to hear the girls' experiences on breastfeeding and it would make me want to find out more, as the video doesn't go into enough detail on why it's better to breastfeed than bottle feed"

Pregnant teenage reviewer

I would have strong reservations about recommending wide use of this video for two reasons. Firstly a large number of problems associated with breastfeeding were discussed including excessive milk leakage, poor attachment and pain on feeding, poor milk supply and advice to

use bottles, mastitis, engorgement, problems with expressing, partner jealousy and embarrassment when feeding in public or in front of certain members of family. In one case poor milk supply led to advice from a GP to use formula feeds which eventually led to cessation of breastfeeding. I felt there wasn't sufficient information given to address these problems. To their credit this group did not give any impression that most of these problems put them off, but I am concerned they might put off other teenagers watching this video who are not so committed to breastfeeding.

Secondly the videos are sponsored by Nestle, and although there is no mention of this on the packaging the Nestle logo is shown at the end of the professionals' version. This, however subtle, is a form of advertising. It is a great shame that more teaching material such as this is not made by independent organisations.

If this video is to be shown it should be by a health professional with infant feeding expertise, so that all the problems discussed can be constructively explained, including their prevention and treatment.

**Reviewed by Caroline King
Chief Dietitian (Paediatrics)
Hammersmith Hospital London**

Do you want to be a pioneer in the delivery of neonatal care?

Help BLISS to promote the advance of developmental care

BLISS is committed to supporting innovations in neonatal care that will see further increases in survival rates and improvements in quality of life for all babies born sick or premature. We have identified the growth of Developmental Care as an exciting and important advance in neonatal care and are embarking on a programme to explore and steer the building of an infrastructure to support its further spread among neonatal units in the UK.

We are now looking for professionals of all disciplines interested in developmental care of neonates to help us to shape and lead the spread of this approach by taking part in two initiatives:

- We are offering to fund 4 practitioners to take part in full, accredited training in the NIDCAP approach to Developmental Care at the NIDCAP Centre in Leiden, The Netherlands in Spring 2006. We will then work with these individuals in exploring how this training can be utilised in their home units. If you are interested in applying please contact Jane Abbott on 020 7820 9471 or janea@bliss.org.uk
Closing date for applications 30 November 2005.

- We are inviting anyone who has a special interest or experience in practising Developmental Care to share this with us in focus groups and/or written reports to help us steer the development of an infrastructure for the spread of Developmental Care in the UK. If you would like to be involved please contact Sarah Mline on 07743 877 398 or sarahm@bliss.org.uk