

DVD REVIEW

Philips AVENT guide to breastfeeding

Available free by calling
01787 267000 or emailing
avent.professional@philips.com



Philips AVENT have produced a DVD to promote their milk expression and sterilisation products. The DVD also discusses the benefits and initiation of breastfeeding and how to solve common problems that often occur in the first few weeks following delivery. The DVD contains the following five chapters:

- Chapter 1: The Benefits
- Chapter 2: Positioning
- Chapter 3: Expressing

- Chapter 4: Returning to Work
- Chapter 5: Preparing a Formula Feed

The DVD is beautifully produced and features interviews with mothers who describe their personal experiences of both establishing breastfeeding and adapting to parenthood. The chapter on the 'benefits of breastfeeding' is well written and easy to understand. The explanation of the physiology of lactation is clear and well illustrated. There is also an excellent section on how to establish a good milk supply, and how the composition of milk changes during a feed. The chapter on 'milk expression' is packed with useful information and practical tips, and the section on 'returning to work' also provides practical advice and guidance.

The section on 'positioning' is disappointing, since some of the

sequences show poor attachment and positioning. Some of the babies are shown too high on the breast, centrally positioned with the nose pressed into the breast. When an infant is incorrectly attached to the breast his mouth is virtually closed around the nipple. In this position the infant will be unable to feed effectively and the nipple may become progressively traumatised.

The producers of this commercial DVD have produced a high quality product, which provides some very valuable information, with the exception of the section on positioning, which unfortunately limits the DVD's usefulness as an information source for parents.

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