

# Answer Key for Breastfeeding Promotion

## Practice Activity- A

Read the participant questions and practice what you might say before reading the answer (A).

### **Mom's Question:**

Isn't formula just as good as breastfeeding now that they've added those new things to it?

### **What you might say:**

- A) Formula can provide some of the same nutrition as breastmilk, but it can't protect babies from illness like breastmilk can. Babies who are formula fed have more risk of getting ear infections, diarrhea, and other illnesses.

**Clerk:** [CPA name] can talk to you more about this.

### **Mom's Question:**

I gave my other baby formula, and he was healthy.

### **What you might say:**

- A) I'm glad he was healthy. Every year, scientists and doctors know more and more about how breastmilk keeps babies healthy. Breastmilk will give your baby the best protection from illness.

**Clerk:** [CPA name] can talk to you more about this.

### **Mom's Question:**

If formula is so bad, why do you give it at WIC?

### **What you might say:**

- A) Most babies in Minnesota are breastfed. WIC encourages all moms to breastfeed, and most do. But some moms decide not to, and a few moms can't breastfeed. Formula is an alternative for babies who don't receive breastmilk.

**Clerk:** [CPA name] can talk to you more about this.

### **Mom's Question:**

I know breastfeeding is best, but I just don't want to. I'm going to use formula.

### **What you might say:**

- A) It's your job as the mom to decide what to feed your baby. If you ever want to talk more that, the counselors at WIC can help you. If you change your mind and want to breastfeed, you can!

**Clerk:** [CPA name] can talk to you more about this.

## Skill Check #1

Write some ideas on a note card or paper about what you might say to a mom who asks:

**“Isn’t formula just as good as breastfeeding, now that they’ve added those new things to it?”**

- Using your notes, practice out loud to yourself or with a friend or co-worker.
- Refer to your notes when talking with participants.

## Practice Activity- B

Walk around your clinic and write down 5 ways that your clinic positively promotes breastfeeding.

✓ ***Answer is subjective***

Do you have suggestions for more ways your clinic could promote breastfeeding? If so, share these ideas with your Breastfeeding Coordinator.

✓ ***Answer is subjective***

## Skill Check #2

1. How long do the American Academy of Pediatrics (AAP) recommend that moms and babies continue breastfeeding?

**The AAP recommends breastfeeding beyond the first year as long as mutually desired by both the mother and the baby.**

2. When does the AAP recommend that babies start eating solid foods?

**Gradual introduction to foods should start in the second 6 months of life.**

3. Practice saying positive breastfeeding messages. Practice out loud to yourself or with a friend or co-worker.

***Answer is subjective***

## Final Skill Check

1. Breastfeeding is considered by many to be the foundation of good feeding practices.

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2. Most of the components found in breastmilk are now duplicated in infant formula.

**F: Human milk has over 1,000 components- most of these are not available in formula.**

3. Infant formula can be seen as an equal replacement for breast milk.

**F: Infant formula is NOT equivalent to human milk.**

4. Babies who are not breastfed have an increased risk for many infections.

ANSWER KEY FOR BREASTFEEDING PROMOTION

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5. Babies who are not breastfed have an increased risk of allergies and asthma.

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6. Mothers who do not breastfeed have an increased risk of breast, ovarian, and endometrial cancers.

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7. The World Health Organization recommends breastfeeding continue for the first two years of life or longer.

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8. Using pens provided by a formula company is ok because participants can't really read the printing on it.

**F:** WIC clinics should not have infant formula or materials promoting or depicting infant formula posted or displayed.

9. Asking mothers, "Are you still breastfeeding?" promotes breastfeeding.

**F:** Using positive messages can promote breastfeeding; "How is breastfeeding going?" would be a better choice of words.

10. Breastfeeding is not recommended when a woman has tested positive for HIV.

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11. Breastfeeding is not recommended when a woman is using tobacco products.

**F:** Woman who use tobacco products can breastfeed. Education surrounding safe practices may be offered.

*Minnesota Department of Health - WIC Program, 85 E 7th Place, PO BOX 64882, ST PAUL MN 55164-0882; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.*

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