

Objectives

- Discuss teaching points for families who are not breastfeeding
- Highlight safe infant formula preparation instruction for postpartum mothers
- Identify safe bottle feeding techniques

Determining How and What to Feed an Infant

- Marketing directly to families
- Healthcare providers



Counseling on Formula Choice

- Educate
 - Informed choice
- Individualize
- Safety
 - Contamination occurs in many ways



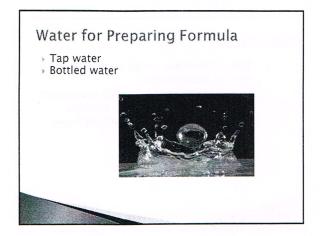
Teach Parents Preparation of Infant Formula

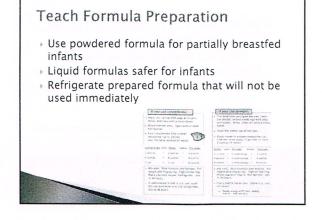
- Choose formula sold in liquid form, especially for very young babies
- Deliver Clean up before preparation
- Prepare safely
- > Store prepared formula safely and use quickly
- Practice proper hygiene

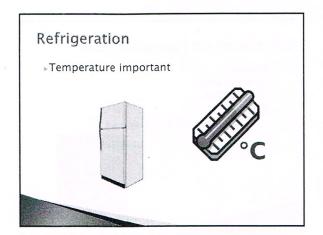


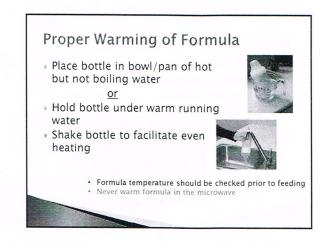
Safe Preparation of Infant Formula

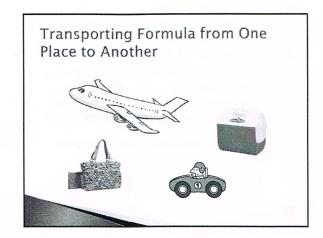
- Sterilize bottles, nipples, feeding equipment
- ▶ Use safe water
- > Sterilize water used to reconstitute formula
- Powdered formula must be mixed with water that is 158° F
- Bottled water that parents purchase is not sterile

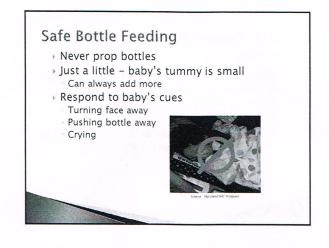


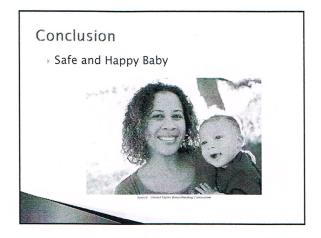












References

- World Health Organization. (1981). <u>International Code of Marketing of Breast–Milk Substitutes</u>.
- World Health Organization. (2007). <u>Guidelines for the safe</u> preparation, storage and handling of powdered infant formula.