

| SEPTEMBER 2006 |

**WORLD  
BREASTFEEDING  
WEEK**

October 1-7, 2006

# Breastfeeding

*It's nature's way!*

**"This is a truly amazing event that offers mothers an opportunity to ask all their questions. Even more importantly, it brings women together so that we can talk about this utterly natural practice, from which we have distanced ourselves for far too long."**

**Julie Snyder  
Spokesperson**

**BREASTFEEDING  
CHALLENGE**

Saturday,  
September 30,  
in Montreal



# Pampers

is proud  
to encourage  
all mothers in the  
**Breastfeeding  
Challenge!**

September 30, 9 a.m.,  
at Complexe Desjardins,  
in Montreal

“I’m glad you’re here.”



## BREASTFEEDING IT'S NATURE'S WAY!

Breastfeeding festivities take place Saturday, September 30, from 9 a.m. to noon at **Complexe Desjardins**, in Montreal. At 11 a.m., the Breastfeeding Challenge will try to set a record for the most babies breastfeeding at the same time.

This fun event kicks off **World Breastfeeding Week, October 1-7, 2006.**

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**“Breastfeeding  
my baby changed  
my life. Nothing  
in my professional  
career has ever  
made me feel  
so satisfied and  
complete.”**

I simply gave myself up to this little person who taught me to stop trying to control everything. He was completely dependent on me. I had to feed him, care for him, comfort him and cuddle him. I also depended on him. My life was organized around his hunger, his naps and his changing daily rhythms. Little by little, we created a tie much stronger than the cord that had just been cut.

First I gave him life, and then I fed him.

Many women have never known this state of grace because they weren't properly informed, and when the going got tough, they didn't get enough support, advice and encouragement. If I hadn't received all the information I so badly needed, and if my baby's father hadn't been so supportive, I would probably have given up.

I was fortunate to have the support of some excellent lactation consultants, and when the public health institute asked me to be spokesperson for the Breastfeeding Challenge, I saw it as chance to help others in my own way. The Breastfeeding Challenge was created to bring together mothers, fathers and families so that they might talk to each other, share their experiences, obtain information and find solutions to problems they have encountered with breastfeeding.

I invite you to attend this truly amazing event that offers mothers an opportunity to ask all their questions. Even more importantly, it brings women together so that we can talk about this utterly natural practice, from which we have distanced ourselves for far too long.

**Julie Snyder**  
Thomas's Mom

# Breastfeeding — for life!





# Breastfeeding demystified

**Anyone can learn  
to breastfeed!**

## **Preparing**

No special preparation is necessary. When your baby shows signs of hunger, just settle in comfortably and make sure she is latched on and sucking properly.

## **Positions**

There is no single “correct” position for breastfeeding. The most important thing is for both you and the baby to be comfortable and relaxed, so that you can enjoy your time together. Whatever position you choose, place the baby facing your breast and make sure that her body is in a straight line from ear to hip.

## **Latching on**

Good positioning facilitates a good latch, which helps prevent sore nipples. Watch carefully and make sure the whole nipple is in the baby’s mouth.

**Never mind  
how good  
breast milk is  
for your baby.  
The real  
beauty of  
breastfeeding  
is how simple  
it is!**

## **10 excellent reasons why you should breastfeed your baby**

- 1• Breast milk contains valuable antibodies that help prevent disease and infection in newborns.
- 2• Breast milk has the perfect balance of nutrients, vitamins and minerals that infants need, and it is the most easily digestible.
- 3• Remarkably, breast milk continues to evolve to keep up with a growing baby’s needs.
- 4• Long-term studies show that breast milk can help prevent childhood obesity and diabetes.
- 5• Breastfeeding is the best way to satisfy an infant’s sucking instinct and need for physical contact.
- 6• It’s good for mothers, too! Breastfeeding has been found to provide a measure of protection against breast and ovarian cancers.
- 7• Breastfeeding promotes uterine involution (the return to a non-pregnant state) and helps you lose your “baby fat” more quickly. Breastfeeding exclusively also suppresses menstruation for at least a little while.
- 8• It’s practical and portable. Breast milk is always at the right temperature and there’s no equipment to carry around or sterilize!
- 9• Breastfeeding creates a very special relationship between you and your baby. It is enormously satisfying, emotionally, and can give you a great sense of pride.
- 10• Best of all, you and your baby are bound to enjoy it!

Need we say more?

# 2

A baby properly latched on will be covering more of the areola with her lower lip than with her upper lip. Breastfeeding should not be painful. If you’re having trouble, speak to your healthcare professional or consult a support group volunteer.

## **How long per feeding?**

When you’re confident that the baby is sucking well and the milk is flowing, let her take as much as she wants. When she stops sucking, burp her and offer the other breast, which she will only take if she’s still hungry.

			
<b>How big is a baby's stomach?</b>	<b>Chick pea</b>	<b>Cherry</b> or about a teaspoon	<b>Walnut</b> or about a tablespoon
	2 days	6 days	6 months

### When's dinner? Let baby decide!

In the beginning, it's hard to know how often your baby will be hungry and how long she will want to nurse each time. As with adults, a baby's hunger is not something you can set your watch by!

Learn to recognize your baby's hunger signals; don't wait until she starts to cry. You'll be amazed at how quickly you begin to

### Work and the nursing mother

Some women enjoy a year or more of maternity leave, while others have to go back to work sooner. But going back to work doesn't automatically mean you have to wean your baby.

If you can't be available, or if you can't have your baby at work with you, your best option is to express your breast milk,

### Standing up for yourself

If people try to discourage you from breastfeeding, don't let it get you down. Many of those who criticize the practice are simply ill informed.

Breastfeeding is not what makes your breasts sag. Pregnancy is what causes such changes in the body. And it's not true that babies cry because your milk is not rich enough. There is nothing more nutritious or better for your baby than your breast milk, and babies will regulate how much they need.

### When to wean?

Simply put, breastfeeding is good for your baby, and the longer you do it, the better. Many women continue to breastfeed for months and even years. It's absolutely natural and healthy for both of you!

Both UNICEF and the World Health Organization recommend that children be fed breast milk exclusively for the first six months of their lives. While solid foods should be introduced to meet the needs of the growing child, breastfeeding should be continued for two years or more.

There is no better food for a human infant than breast milk, and it continues

### Where Dad fits in

Biological imperatives aside, there are plenty of ways for fathers to enjoy the special time of breastfeeding. Dad – your participation is essential and Mom needs your support! Be there during breastfeeding. Be attentive, encouraging and helpful. Taking care of household duties and looking after the older children are among the things she'll really appreciate.

## Breastfeeding Basics

3

notice different eye movements, facial expressions, changes in breathing and the little sucking motions.

For the first few months, expect to breastfeed at least 8 to 12 times a day. Some babies tend to eat less frequently as they get older. Trust your baby and yourself. You'll know when your baby is hungry!

4

either manually or with a breast pump. You can breastfeed when you're at home, and express your breast milk for when you are away. Breast milk can be refrigerated or frozen.

Try to wait until your baby is used to breastfeeding, and then have someone the baby knows well offer a no-spill cup, regular cup or a bottle containing the expressed breast milk.

5

Try to stay calm with people who seem to be judging you. Instead of arguing, focus on the valid reasons why you want to breastfeed. Don't get angry or aggressive. Stay positive and state your position calmly and confidently.

6

to be good for babies as they grow. Over the long term, breastfeeding is a good choice for both you and your baby. Breast milk is an important source of food energy and vitamins, and it offers protection against many childhood diseases. The longer you breastfeed, the more your child benefits! Breastfeeding even reduces teething pain and helps your little one heal those unavoidable boo-boos. As for feeding frequency, don't worry. As children get older, they nurse only a few times a day. Extended breastfeeding is an excellent way to give your child a good head start in life!

7

In between feedings, spend some time alone with your baby. A walk, a bath, playing, singing, changing diapers... All these mundane little things will help you connect with your child and build a closer relationship.

Most of all, remember that breastfeeding does not exclude you. Your contribution to the experience is very, very important.



**Breastfeeding  
is a unique  
experience for  
both mother  
and baby.**

# Caring for yourself while breastfeeding

## **Comfort and safety first!**

There's no "ideal" position for breastfeeding. You and your baby will figure out which position you like best. The one most frequently recommended is the cross cradle hold. The baby is on his side, facing you, and you support him with the hand opposite to the breast at which he is feeding. The baby's body should be in a straight line with his head, with his mouth right in front of the nipple. Many women find this a practical and comfortable position.

At night, or if you have had a C-section, you may prefer to feed the baby while you are lying on your side. This position is very comfortable and restful and you may even be able to take a little nap!

When in doubt, let baby decide what's best. If you're not comfortable or if the baby doesn't seem happy, speak to someone in the know (a lactation counsellor, a nurse at your hospital or CLSC, a midwife, etc.).

## **Sore nipples and how to avoid them**

Breastfeeding should be an enjoyable experience and it shouldn't hurt. Some nipple sensitivity in the beginning is normal, but you should not feel any sharp pain. If, despite your best intentions, your nipples become cracked and sore, it can make breastfeeding less than pleasant. Sore nipples occur most commonly when the baby is not latching on well, i.e. not taking enough of the nipple and areola into his mouth. This can cause sharp pain at the start of a feeding.

To prevent this, make sure you and the baby get a good start. Expert advice from a nurse or midwife during your maternity leave can be very helpful. Your nipple should be angled slightly upward, towards the top of the baby's mouth, and his mouth should cover a good portion of the areola. (A baby properly latched on will be covering more of the areola with his lower lip than with his upper lip.) If you are experiencing pain or discomfort and are having trouble adjusting the baby's position, don't wait to ask for help.

If the damage is already done, one way to relieve the discomfort and

promote healing is to apply a few drops of breast milk to your nipples after each feeding; the milk itself has healing properties. Be sure to dry your breasts well afterwards, and even leave them uncovered for a few minutes.

Remember that pain is not normal. Don't try to "live with it!" You should get help immediately from experienced people to avoid problems. Another thing you can do is start each feeding on the side that is not sore, or less sore. When you switch breasts, the baby will not be as hungry and won't suck as vigorously.



**If you're going to be giving birth soon, you want to be prepared, mentally and physically, for the breastfeeding to come. After all, you are about to embark on an unforgettable time of your life!**

# My breastfeeding journal

The first time

Preparing for breastfeeding varies according to your culture and the times. You've probably already heard more than you ever thought possible on the subject. What you need to know is that the real preparation happens in your own mind.

Don't waste your time worrying about the thousands of ways to prepare your breasts; your body will take care of the job quite naturally. Instead, use this precious time to read, ask questions, speak to nursing mothers and watch them breastfeed, if you can.

And why not keep a journal? Starting today, and throughout the time you breastfeed your baby, you can use the journal to write down your thoughts, fears and memorable moments. It's a great way to mix business with pleasure, so to speak!

## That very first time!

As soon as your baby is born, ask that she be placed right on you, skin against skin, and that she stay there. In addition to keeping her warm, this will help promote nursing: your baby will instinctively move toward your breast and begin nursing about an hour after birth. This is the moment when the sucking instinct is strongest. It's the perfect time to begin breastfeeding and get acquainted with your new child.

After nursing for the first time, some babies sleep deeply before wanting the breast again. Take advantage to get some rest, but keep your baby near you and watch for signs of hunger. Remember that skin-to-skin contact at any time will stimulate the baby's urge to nurse.

24 hours

48 hours



**Go easy on yourself –  
remember that you're  
both very new at this!**

Don't be surprised if you find it difficult to position your baby comfortably or ensure a good latch. Go easy on yourself – remember that you're both very new at this! Experienced people are available to help guide you and offer good advice. Don't be afraid to ask for help.

### **The first 48 hours**

In the first few days, it's normal for babies to nurse a long time. Even though the quantity of milk they absorb is minimal (10 to 100 ml a day), an infant can spend from 45 to 90 minutes at the breast each time. Over the next few days and weeks, your baby will find her own cruising speed and feedings won't last quite as long.

Babies sometimes fall asleep in the middle of a feeding, even if they haven't finished drinking. Don't be afraid to wake yours up by talking, singing, or tickling her gently. Stimulating her senses helps develop good feeding habits.

Don't be surprised at how frequently your baby wants to feed: this is completely normal and natural and it promotes lactation. You'll probably breastfeed about 8 to 12 times a day. As the days go by, there will be more diapers to change, too: at least two a day after 48 hours, and at least six a day as of day 6.

Your milk will come in somewhere between day 3 and day 5. Hormonal changes will cause your breasts to swell, and you can expect some emotions to accompany the change. Your baby will probably want more milk during this time, which will relieve the pressure and make you feel better. If, despite frequent, efficient feedings, your breasts still feel hard and full, you can express a little milk. Above all, do not skip a feeding. And always make sure that your baby is properly latched on and nursing efficiently.

### **One, two, three... four weeks!**

After a few weeks, you'll probably have developed some routines that make you feel a little more confident. If so, good for you! But if you find that it's taking longer than you expected, don't give up: hang in there, relax, and surround yourself with positive, patient people.

Babies often have frequent growth spurts during the first few weeks of their lives. Don't let your little one's voracious appetite throw you off. Many women mistakenly try to wean their babies during this stage because they're worried they won't have enough milk. There is absolutely no truth to this, but it's a persistent old myth! You will not run out of milk. The more your baby nurses, the more milk you will produce. Trust in your maternal powers, and remember that your baby likes your breast much more than a bottle!

1 week

**Many women  
mistakenly try to  
wean their babies  
too soon because  
they're worried  
they won't have  
enough milk.**

2 weeks

3 weeks





1 month

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### Three months and counting...

You've probably got breastfeeding down to an art by now, and your baby is comfortable and feeding more regularly. You and your baby are getting to know each other, too. You are more alert and understand more quickly what your baby wants. Your baby is also acquiring skills, and may even indicate a desire to change breasts if the flow on one side is too slow.

At the age of about three months, babies begin to be much more aware of what's going on around them and may become more distracted during feedings. They are curious and notice anything that moves. Breast milk is still great, of course, but there's a whole world out there!

### Six months old and getting heavy!

The biggest changes in a baby's nutritional needs occur at about six months. While breast milk is still the best and most important food, at this stage babies need more than can be provided by breast milk alone.

You can start offering solid foods now, and with good reason: your baby's weight has probably doubled since birth! Her appetite is changing, too, and she may want to nurse more or less frequently.

Your baby is also trying to attract your attention. Because she can't speak yet, it's hard for her to make you understand, and she may express her frustration by crying or screaming. Those cries could signify many things – they don't necessarily mean hunger. For example, as of six months, your baby could be starting to teethe.

### First birthday: Cake or milk?

Babies generally double their birth weight at six months. By the end of the first year, they have usually tripled it! Many women continue to breastfeed at this age. Feedings may be much less frequent – maybe once or twice a day – and the baby's desire to nurse usually depends on her mood. As for additional foods, by their first birthday, most children are already eating pretty much what the rest of the family is eating.

Even at this age, though, breast milk remains an important source of nutrients and it continues to provide protection against childhood diseases and other illnesses.

6 months

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**The biggest changes  
in a baby's nutritional  
needs occur at about  
six months.**

1 year

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18 months

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Already?

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**When you're doing something this natural, things are never very complicated!**

### Too much milk?

Your breasts may become engorged at any time. This usually happens when you have to delay a feeding or if too much time elapses between feedings. Milk builds up in your breasts, causing a tight, full, painful sensation.

To reduce the pressure, express your milk as frequently as possible. There is no point in putting up with the discomfort, and it can lead to infection and mastitis.

You can relieve the pain by applying warm compresses just before a feeding. Place the compresses around your nipple and leave them for a few minutes. In between feedings, apply cold compresses. No compresses handy? Try a cabbage leaf straight out

### Not enough milk?

A newborn infant should feed 8-12 times or more in each 24-hour period, and should get nothing but breast milk for the first 6 months.

If you're worried that your baby is feeding too frequently, or gets hungry too quickly or cries too much, relax! It doesn't necessarily mean you don't have enough milk.

Human babies are designed to digest human milk, and it's perfectly normal for them to become hungrier more frequently during growth spurts. Also, some babies manage to swallow a great deal of milk in a very short time and don't seem to need long feedings.

### Careful with the cosmetics

Every nursing mother has a right to take good care of her skin and her body! But before you dash off to the cosmetics counter, remember that when it comes to your baby's health, less is more.

One basic bit of advice: don't use perfumed soap, as it can dry out your skin.

Doctors generally don't recommend any special creams for nursing mothers. Some women use them, but given that you have to wipe everything off carefully before you feed your baby, using creams can actually turn out to be even more irritating to your nipples.

### Get moving... gently!

Your body certainly needs rest after childbirth, but there's nothing wrong with a little moderate exercise.

3

of the refrigerator or a bag of frozen vegetables. Your breasts will become softer and the next feeding will be easier and much less painful.

Make sure you wear a proper nursing bra that fits well, and feed your baby as often as possible. You'll feel much better and your baby will be thrilled!

4

Don't worry about feeding your baby more frequently. The amount of milk your body produces is governed by the demand: the more the baby sucks, the more milk you will produce. You might also consider changing the pace of your feedings, or changing breasts more frequently.

In short, learn to trust your body and remind yourself that, except in extremely unusual cases, the "lack of milk" is probably all in your head!

5

Remember, too, that babies have a very keen sense of smell, and your natural odour is comforting to your infant. Don't deprive your baby of that pleasure by drowning yourself in perfumes and scented creams.

6

A good rule of thumb is to start slowly and make sure you are ready to be physically active again.

Moderate, regular exercise will actually improve your endurance, so if you have the time, energy and inclination, go ahead! You'll feel more energetic, optimistic and confident for it.

7

Rotate your fingers around the breast and repeat the process to drain the entire breast. You may not express a lot of milk the first time you try, but you'll get better as you go, and you can practice in the bath or shower. Massaging your breasts beforehand may help you express more milk.

Some women prefer to use a manual or electric breast pump. Just be sure to choose a good quality one that will pump the milk efficiently and not cause injury.



**Whatever you  
eat, the quality  
of your milk  
will always  
be excellent.**

# Breastfeeding

## Are your eyes bigger than your stomach?

### Fiction:

When you're breastfeeding, "eating for two" means eating twice as much.

1

### Fact:

Nursing mothers are no different from everyone else: they should eat well and make sure they get all the nutrients, vitamins and minerals they need. If a nursing mother doesn't eat properly, her baby will still get what it needs; she, on the other hand, will suffer the consequences (anemia, vitamin B12 deficiency, etc.).

What matters most here is quality and diversity, not quantity. If you were careful about what you ate while you were pregnant, all you have to do is continue practicing those good habits while you are breastfeeding.

As for quantity, it is generally recommended that pregnant women eat 300 to 500 calories more than normal (normal being 1,800 calories a day) and the same goes for breastfeeding. These amounts are averages and your needs may be different, depending on your weight and your metabolism.

The key word is balance. Drinking more fluids is not going to make you produce more milk. If you're dehydrated, you'll feel thirsty. The same goes for food. Use your common sense and try to eat good, healthy food. Be aware of what you're eating, and know your limits.

Go ahead and eat normally and don't obsess about it. Bon appétit!

2

### As the months go by

Your nutritional needs while you're breastfeeding are pretty much the same as they were at the end of pregnancy. Don't make any dramatic changes in your routine. Maintain the same good eating habits you developed during pregnancy, and you'll be just fine during breastfeeding.

As your baby grows, his nutritional needs will change. But you don't have to alter your diet or eating habits. Your body will adapt to your baby's needs, and you'll be able to start feeding him solid foods at six months.

## Vitamins for vitality

If you want to give your baby the best possible food, all you have to do is breastfeed. But don't forget about yourself! Eating well is important to keep you healthy and energetic.

3

### On Mom's plate

Choose foods that are high in protein, vitamin C, "good" fatty acids and complex carbohydrates. Follow Canada's Food Guide to Healthy Eating and eat from all the four food groups: grain products, vegetables and fruit, meat and alternatives and milk products.

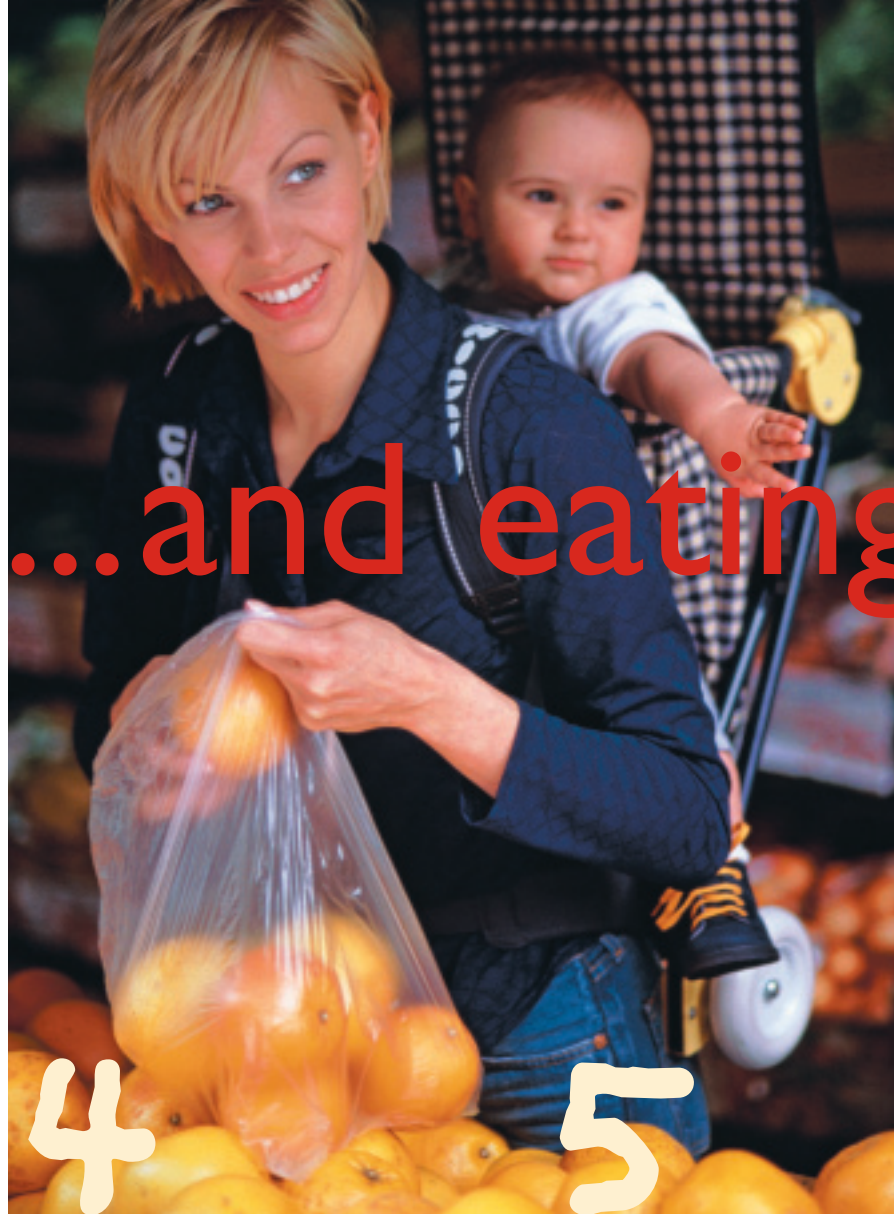
Don't worry! You'll find that eating properly is not as complicated as you might think. For example, meat, eggs and certain fish are very rich in protein. And you can eat all the fruits and vegetables you want. They are very good for you!

Be sure to get enough calcium and iron, too. Aside from dairy products, good sources of calcium are fatty fish, soy products, sesame seeds, liver and lentils. Green vegetables, dried fruit and whole-grain cereals will help you get the iron you need.

It's a good idea to avoid or limit your intake of certain kinds of fish while breastfeeding because of contaminants that can be passed on to your baby through your breast milk. Your health care professional can give you more information about this.

### In baby's stomach

Breast milk contains a small amount of vitamin D, which may not be enough for babies in a northern country like Canada. Vitamin D is essential for calcium absorption and healthy bone development. Health Canada therefore recommends that babies be given a vitamin D supplement from birth until they are getting enough in their diet.



# ...and eating well

## Thinking about drinking

Any alcohol you drink will enter your breast milk. If you breastfeed within one hour of drinking, you'll pass that alcohol on to your baby. All you have to do is time your drinking in accordance with your baby's feedings, and be sure to drink moderately.

6

## Breastfeeding for vegetarians

There is absolutely no risk in breastfeeding your baby if you are a vegetarian. However, you have to make sure you get enough protein and other nutrients to compensate for the lack of meat. If you're a vegetarian or planning to become one, a dietician or nutritionist can help you make the right food choices while breastfeeding.

Many people who don't eat meat do not adequately make up for it in other ways. Obviously, during pregnancy and while breastfeeding, it is doubly important to be aware of your nutritional needs.

## Vegetarian or vegan?

The difference is significant. Vegans not only don't eat meat, they also don't eat anything that comes from animals. If you are a vegan nursing mother, you must pay special attention to what you eat and make sure you are getting enough calcium, iron and vitamins. Consider adding soy milk to your diet, or taking vitamin supplements. If you're not careful, you may become deficient in vitamin B12, which is essential in cell division. Vegan nursing mothers should take a vitamin B12 supplement.

## No need to give up garlic

Aside from very fatty foods or those containing caffeine – which you should eat in moderation while breastfeeding – there are no foods you must absolutely avoid.

Of course, you should be aware that whatever you eat will likely affect the taste of your milk. If you eat a lot of garlic, for example, your breast milk may take on the characteristic smell of it.

But this will in no way affect your baby's appetite. The same goes for spicy foods, cabbage, asparagus, shallots and so on.

No doctor will tell you to add or remove specific foods from your diet. Just eat normally and make a balanced selection from a variety of healthy foods.

Statistically speaking, it takes about three hours for a 120-pound woman to eliminate the alcohol in one beer or one glass of wine. If you have had a little bit to drink, wait a few hours before breastfeeding, or else express your breast milk before you drink so that you have some on hand in case the baby gets hungry. If you pay careful attention to when and how much you drink, you can continue to breastfeed without worrying.

## Breast milk vs. commercial formula

**This table shows the difference between breast milk and commercial baby formula. Knowing exactly what is in each one can help you make the best decision for your baby.**

Ingredient	Function	Breast milk	Commercial formula
Water	Hydration	Yes	Yes
Proteins	Provide energy and cell-building materials and regulate body functions	Yes	Yes
Carbohydrates	The main energy source for all cells	Yes	Yes
Fats	Store energy for future use	Yes	Yes
Minerals	Cell and bone growth	Yes	Yes
Vitamins	Cell and bone growth	Yes	Yes
Active enzymes • Amylases • Lipases • Lysosymes	Aid in digestion	Yes	No
Hormones • Cortisol • Insulin • Thyroxin • Prostaglandins	Regulate metabolism and promotes maturation of the immune system	Yes	No
Growth factors • Human growth factors • EGF and others	Promote growth and development of the intestines	Yes	No
Antibacterial factors • SIgA, IgM, IgD • Bifidobacterium • Lactoferrin • Oligosaccharides • Lysosymes • Casein • Living cells in human milk (macrophages, T cells and B cells)	Protect against infections (E. Coli, S. pneumonia, V. cholera...)	Yes	No
Antiviral factors • SIgA, IgM, IgG • Living cells in human milk (macrophages, T cells and B cells)	Protect against viruses	Yes	No
Antiparasitic factors • IgA	Protect against viruses	Yes	No

## For your address book

Do you have any questions? Would you like some professional advice?

Sometimes a quick call to your CLSC is all it takes to answer a question or relieve your concern. There are all kinds of other resources and organizations that can help, too. Here is a list of some of them:

### Institut national de santé publique du Québec

[www.inspq.qc.ca](http://www.inspq.qc.ca)  
The Québec government public health website, which features a downloadable guide that new parents will find very useful, called "From Tiny Tot to Toddler: A practical guide to baby care."

### Quebec association of IBLCE-certified lactation consultants

**514 990-0262**  
[www.aqcqca.qc.ca](http://www.aqcqca.qc.ca)

### La Leche League

**514 990-8917**  
[www.lllc.ca](http://www.lllc.ca)

### Fédération québécoise Nourri-Source

**514 948-9877**  
[www.nourri-source.org](http://www.nourri-source.org)

### UNICEF

[www.unicef.org](http://www.unicef.org)  
Information about breastfeeding and UNICEF recommendations.

This guide is also available online at  
**canoe.ca**





# Let's hear it for breastfeeding!

**The Pampers Parenting Institute (PPI) was established in October 1996. It is committed to providing parents and parents-to-be with the best in information and support from the world's leading experts in child health and development.**

## **Here is some of what the PPI has to say about breastfeeding:**

Why breastfeed your baby? Because there's nothing easier or better! Your breast milk is full of nourishing proteins and antibodies that will protect your baby against all kinds of diseases and infections, right from birth. Breast milk promotes brain development and reduces the risk of diarrhea, diabetes and pneumonia. It is also much easier to digest than commercial baby formula and it's always there and ready when baby gets hungry.

Breastfeeding is not just good for babies, it is good for mothers, too. Recent studies show that it reduces the risk of certain types of cancer, including breast and ovarian cancer. Breastfeeding also reduces the risk of osteoporosis, and it helps you lose weight more quickly.

You may have some difficulty with breastfeeding at first. Take advantage of your hospital stay to speak to the experienced people available. They can help you get off to a good start, so don't be afraid to ask!

Whatever trouble you may experience, the important thing is not to give up. Surround yourself with supportive people and don't wait to ask an expert if you're having problems. Breastfeeding is an unforgettable mothering experience that helps you develop a unique connection with your child.

For more information,  
please visit [www.pampers.ca](http://www.pampers.ca)



Breastfeeding is healthy, economical  
and ecological. You can do it  
any time, anywhere, and it's  
great for both mom and baby.  
Nothing could be simpler.  
Why deny yourself the pleasure?

# Breastfeeding. So simple!

Breast milk is widely recognized as the best  
food for infants. It also has significant  
benefits for both baby and mother.  
That's why the Ministère de la Santé et des  
Services sociaux promotes breastfeeding in  
its ongoing effort to improve the health  
of Quebecers.

Santé  
et Services sociaux  
Québec

