

Countering Infant Formula Marketing Messages



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HISTORY

The first infant formula had already been invented in Europe by Baron Justus von Liebig in 1867. By 1869, Liebig's concoction of cow's milk, wheat flour, malt flour, and potassium bicarbonate was being marketed in the US as an equal substitute to breastfeeding.

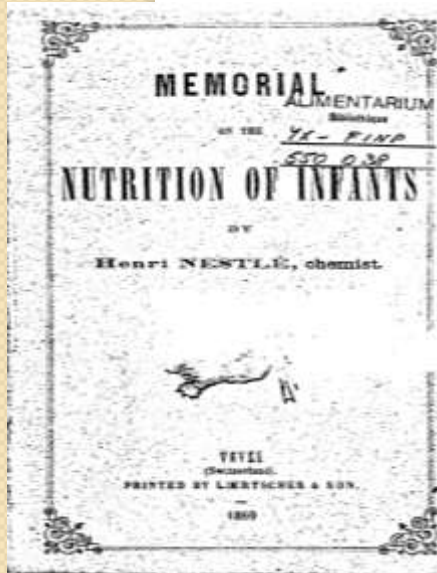


- In 1915, Gerstenberger reported a 3-year experience using “synthetic milk, adapted” that contained nonfat cow milk, lactose, oleo oils, and vegetable oils. This product represented early understanding that cow milk required alteration to improve its acceptability for human consumption and is considered the precursor to modern infant formulas.

1867

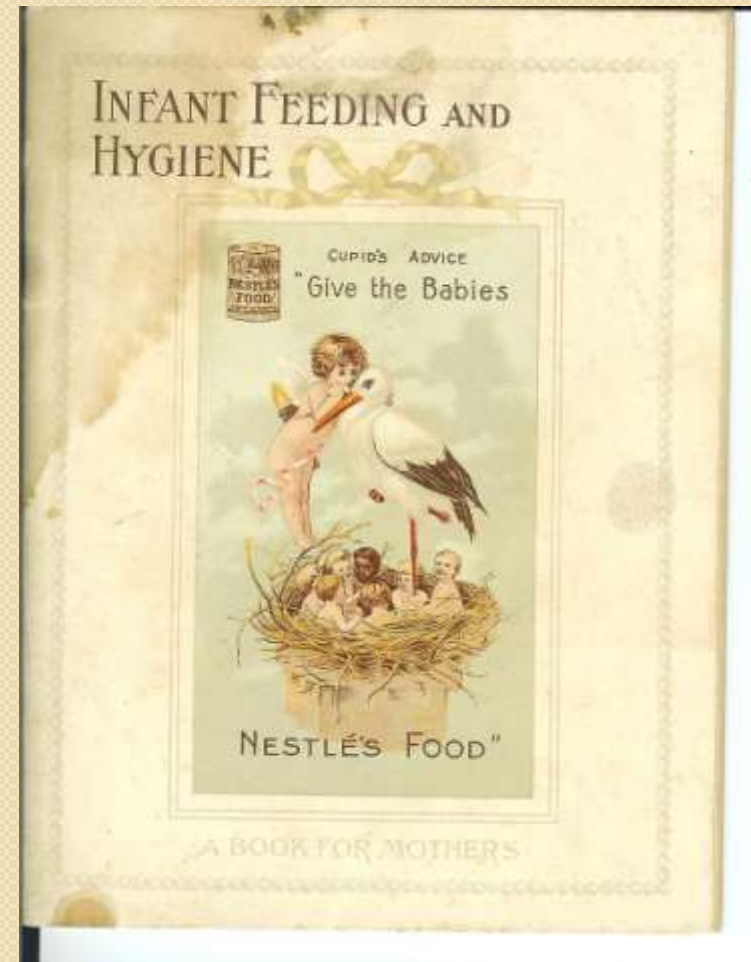


Henri Nestlé develops his breast milk substitute. In his "Memorial on the Nutrition of Infants" printed in 1869, Henri Nestlé wrote: *"During the first months, the mother's milk will always be the most natural nutriment, and every mother, able to do so, should herself suckle her children."*



HISTOR

By 1883 there were 27 patented brands of infant food. What was originally meant to feed infants whose mothers had died or could not produce milk morphed into a product designed to simply replace breastfeeding.



Advertising became commonplace



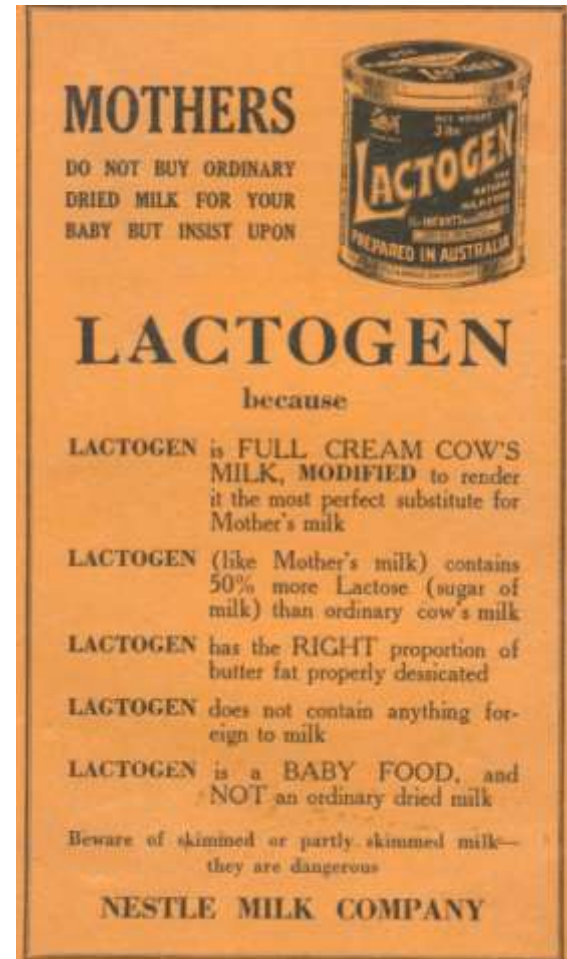
FARINE LACTÉE NESTLÉ

FARINE LACTÉE NESTLÉ
50 ANS DE SUCCÈS

ALIMENT COMPLET POUR LES ENFANTS


MAISON HENRI NESTLÉ - A. CHRISTEN, 16, Rue du Parc Royal, PARIS.
EN VENTE DANS TOUTES LES PHARMACIES ET GRANDES MAISONS D'ÉPICERIE

The advertisement features a central illustration of a baby in a white dress, wearing a paper hat with the brand name. The baby is sitting at a table with a plate of food and a small tin of the product. The background is a soft, light blue wash.



MOTHERS

DO NOT BUY ORDINARY
DRIED MILK FOR YOUR
BABY BUT INSIST UPON



LACTOGEN

because

LACTOGEN is FULL CREAM COW'S MILK, MODIFIED to render it the most perfect substitute for Mother's milk

LACTOGEN (like Mother's milk) contains 50% more Lactose (sugar of milk) than ordinary cow's milk

LACTOGEN has the RIGHT proportion of butter fat properly desiccated

LACTOGEN does not contain anything foreign to milk

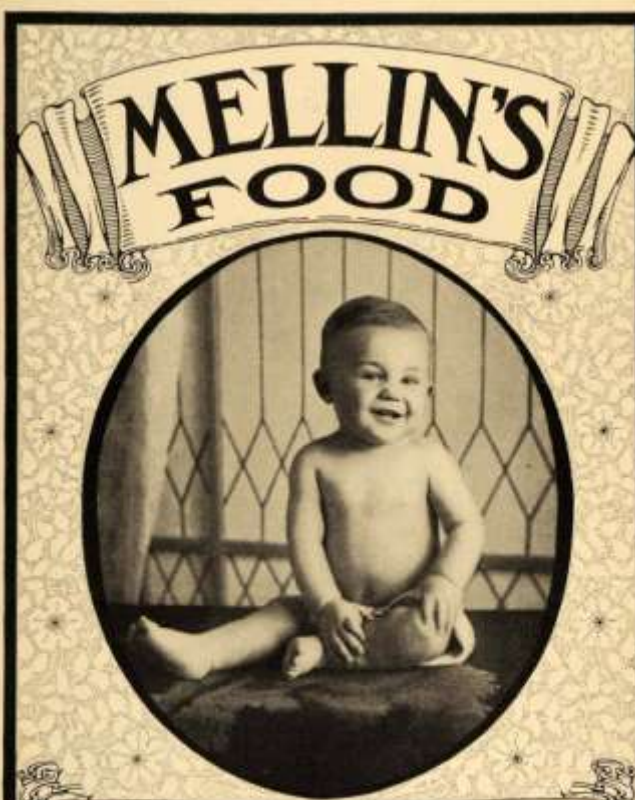
LACTOGEN is a BABY FOOD, and NOT an ordinary dried milk

Beware of skimmed or partly skimmed milk—they are dangerous

NESTLE MILK COMPANY

The advertisement has a light orange background. It features a tin of Lactogen in the top right corner. The text is arranged in a clear, vertical layout, emphasizing the benefits of the product for infants.

History



**MELLIN'S
FOOD**

A radiant face with the flush of joyous, healthy babyhood is the natural result of a Mellin's Food diet. Mellin's Food babies have no cares nor worries. They devote all their time to growing strong and developing properly, as Nature intended they should.

Write today for a Trial Bottle of Mellin's Food.

MELLIN'S FOOD COMPANY. - - - BOSTON, MASS.



**MELLIN'S
FOOD**

FOR INFANTS AND INVALIDS,

Is the only perfect substitute for
MOTHERS' MILK.

ALL PHYSICIANS RECOMMEND IT.
ALL DRUGGISTS AND GROCERS SELL IT.

50 & 75 CENTS.

T. METCALF & Co.
39 TREMONT STREET,
BOSTON, MASS.

DESCRIPTIVE PAMPHLET FREE.

southborough historical society

1874

“G. Mellin of London, following Liebig's suggestions, produced an article which is portable, easy of preparation, and which gives entire satisfaction. Analysis of the food after mixing shows it to contain a large proportion of grape sugar, which enters so largely into the composition of mother's milk, together with a large amount of protein and soluble phosphates, indicating flesh and bone forming nutrients of the highest type...Thus sucence finally conquered all difficulties, and produced a food that all mothers will hail with delight.”



1911

- In 1911 Mead Johnson tested a new type of formula called 'Dextri-Maltose' in the baby ward at a New York hospital. Such testing would never be allowed today, but shows just how much power the industry had within medical circles at the time. From 1912 administration of this cutting-edge formula was restricted to doctors.



1915

In 1915 SMA (Synthetic Milk Adapted) was launched as a brand at a meeting of the American Paediatric Society. *It had also been tested on babies in a different hospital in Cleveland, Ohio* and advertisements instructed use under the care of a physician. Nestle followed suit with a prescription formula in 1924.



1925

MOORES & ROSS MILK COMPANY

SIMILAC is prepared with the permission of A.W. Bosworth, according to the formula which he developed and used at the Boston Floating Hospital.

The new milk-based infant formula was named Similac[®], for simulated lactation.



DECEPTIVE MARKETING

- Make it appear equivalent to human milk



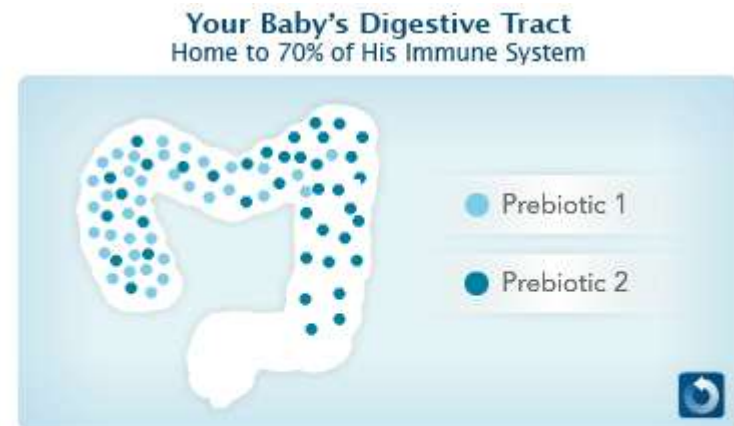


GERBER GOOD START Soy Formula – Powder

- Unique Gentle Soy Proteins for Easy Digestion
- Soy Based for Fussiness & Gas
- DHA & ARA for Brain & Eye Development
- Complete Nutrition to Support HEALTHY GROWTH
- Specially Made with Nutrients found in Breastmilk

NUTRI PROTECT
A CELEBRITY

Your Baby's Digestive Tract Home to 70% of His Immune System



- Prebiotic 1
- Prebiotic 2

Designed to act more like breast milk than our previous formula, our proprietary dual prebiotic blend is designed to work throughout the digestive tract.

Why nucleotides are important

Babies typically **triple their birth weight in the first year**, which means their bodies are working overtime to make and use nucleotides. And the nucleotides are helping them build important cells, including ones that support the immune system. In addition to the nucleotides their bodies make, babies get **extra nucleotides** from their diet, whether it's breast milk or baby formula.

GERBER® GOOD START® Protect Formula – Powder

Choose another product ▼



Product Highlights

Advanced Immune Support

GERBER GOOD START Protect Formula features:

– Immune Supporting Probiotics, *Bifidus BL*, similar to those found in breastmilk

Bribe mothers with gifts, coupons, contests, give-aways



Enfamil
Enfamil Family Beginnings®

Get Up to
\$250
in Free
Gifts

» Join Now



Certificate for One FREE First Visit Nutrition Gift*

For breastfeeding and supplementing moms.

This free gift includes:

- A sample of Enfamil® D-Vi-Sol™ Vitamin Drops for your newborn.
- Nutrition information and a feeding guide for nursing moms as well as tips for storing breast milk.
- Two 2 fl oz Nursette® bottles and four single-serve powder packets of Enfamil PREMIUM® Newborn should you choose to supplement. An Enfamil® nipple is also included!
- A \$15 rebate offer for Enfamil® products.
- A feeding guide with a coupon for Enfamil® products.

» Print Certificate



Request That Your Baby be Fed Enfamil PREMIUM® Newborn Sample*

Designed specifically for newborns through three months to deliver nutrition tailored for newborns.

Give this certificate to your baby's nurse at the hospital.

Please make sure

_____ 's baby is fed
Enfamil PREMIUM® Newborn formula in the hospital.

» Print Certificate



» Details

as your baby grows

Expert Advice



» Details

Third Trimester Gift



Certificate for One FREE Sample* of Enfamil PREMIUM® Newborn

Enfamil PREMIUM® Newborn, is part of the Enfamil® Staged Nutrition line, along with **Enfamil PREMIUM® Infant** and **Enfagrow® PREMIUM™ Toddler**.

Enfamil PREMIUM® Newborn formula is tailored for newborns through 3 months. The American Academy of Pediatrics recommends 400 IU of vitamin D daily. Enfamil PREMIUM Newborn provides 400 IU of vitamin D in 27 fluid ounces—close to the approximate daily intake of a newborn through 3 months. It is a unique formula that also includes our Natural Defense® Dual Prebiotic® Blend, designed to help support babies' own defenses, and has an easy-to-digest protein blend.

[» Print Certificate](#)

*Print this page as a reminder to discuss Enfamil PREMIUM Newborn at your next pediatrician appointment. Ask your baby's doctor for a free sample of Enfamil PREMIUM Newborn. If one is not available, please call 1-800-BABY123 to see if you qualify for a sample from our Enfamil Experts. Limit one sample of any Enfamil product per household.



Coupons for Similac® Formula

Get savings delivered right to your mailbox.



Similac® Nourishing and Nursing Kit

Breastfeeding resources,
breast milk storage bottles,
and more.

Get up to \$329* in great offers



Shutterfly® Birth
Announcements



Weekly
Pregnancy Journal



Similac® Nourishing
and Nursing Kit



Free Similac
Messenger Bag†



Coupons for Similac®
Formula



Free Formula

†Available at participating hospitals

nourish your baby's future

Enter for a chance to win a
10K scholarship
for your baby



details

enter contest

invite friends

Prize Details

Choosing how and what to feed your baby are very important decisions for every parent. We'd love to hear your Enfamil story!

You nourish your child every day, and we'd like to help you plan for their future by giving you a chance to win a \$10K scholarship by sharing your feeding story with a photo of your Little One. You'll get a coupon just for entering, and we will be sharing your stories with our Enfamil Community throughout the year!

Contest Instructions

1) Like the Enfamil Facebook page

Prize Eligibility

Only persons residing in United States who are at least 18 years of age can enter.

Contest Starts

December 17, 2012 @ 09:00 am (PST)

Contest Ends

January 15, 2013 @ 11:59 pm (PST)

Need more Details?

[Read the Official Rules](#)

FORMULA GIVEAWAYS FROM BLOGGERS

“Perrigo Nutritionals got in touch with an opportunity for my readers to try some as well. They sent over a gift pack for my little one, and now we're going to hook up one lucky reader of The Rock Father with a formula gift pack of their own. Ready for your chance to win?”



Branching Out

- **Feeding Expert – Abbott Nutrition**
- Abbott is urging staff nurses to pass out contact information for mothers to call to obtain breastfeeding help from minimally trained employees (not IBCLC certified lactation consultants as the pamphlet implies) through an Abbott sponsored program.

Expert feeding help.
To comfort both you
and your little one.

FeedingExpert
from Similac

For answers to your feeding questions
anytime, call 800-999-8100.

It's better inspired.

Visit FeedingExpert.com for other
helpful tips & information.

Feeding Expert follows the
Barkin School telephone protocol
used by children's hospitals nationwide.

LifeCare
Nutrition consultation provided by LifeCare, Inc.

FeedingExpert
from Similac

Similac
Abbott

Get live,
one-on-one help
with your baby's
feeding issues
24/7

FeedingExpert
from Similac

24/7 for help? Follow 5 simple consultation guidelines
800-999-8100 | FeedingExpert.com

Similac Advanced
Designed to help
support your baby's
immune system.

Save 75%
Only \$19.99

**MAKE SURE
MOM'S KNOW
great deal!**

While you protect
her on the outside,
we'll help
protect her
on the inside.

Exclusive Hospital Offer

Similac
Abbott

Nestle (Gerber) House Party



Monday, May 17 2010, 11:27 am

They came. They celebrated the Gerber Generation. They had a great time!

From the Gerber Generation Celebration House Party Event

Party day has come and gone, but across the country, hosts and guests are still raving about the Gerber Generation Celebration House Party™!

Did you and your guests enjoy getting the GERBER product samples?

What did everyone seem to enjoy most about the party?

How did you like the party pack?

Did everyone upload party pictures?

Share all the fun moments with others, here!

“I was already a huge fan of gerber because all my little boy can eat is good start formula and I'm very happy that I had the opportunity to tell other moms about my success with them. Hopefully other moms have tried their products and are as fond of them as I am. This is so much fun and I can't wait to host another house party!”

“People were shocked of how much products that gerber makes and was glad to here that you now make formula!”

Moms, in your opinion what formula is closest to breastmilk?

Yahoo Answers Blog

“mmm from what I had researched while pregnant I found that enfamil with lipil is the best because it has DHA and ARA, which are things found in breast milk. I hope this helped good luck!”

“The funny thing about formulas are that they are all the same. Just different calorie amounts. Your breastmilk is 20cal. So any 20 cal formula will work. They all claim to have DHA and other stuff but they are all the same. So pick which ever one you like.”

“Don't let anyone tell you that you have to breastfeed. The antibodies are passed from the mother in Colostrum in the beginning of breastfeeding, after the baby is born....the yellow thick stuff. Once that is gone it doesn't matter what the baby eats as long as it eats. We feed our babies formula on the unit and they grow up healthy so you do what you want”

...Neonatal Intensive Care Nurse

Formula ads are ubiquitous

- With enough repetition, formula feeding appears as the norm
- It looks equivalent to breastmilk
- So why bother?
- “Baby will do just as well and it won’t be painful”

The screenshot shows the 'babble' website interface. At the top, there is a Similac logo and a banner that reads 'Babies bring questions. We have answers.' with the phone number 800-986-8800. Below this is a navigation bar with categories like PREGNANCY, BABY, TODDLER, FOOD, CELEBRITY, BLOGS, BABY NAMES, HEALTH, and PHOTO CONTEST. The main content area features a large advertisement for 'FeedingExpert' with the text 'Get live, one-on-one help with your baby's feeding issues. 24/7 live help. Nurses and lactation consultants available.' and the phone number 800-986-8800. To the right of this ad is a 'babble PARENTING GUIDES' banner. Below the main ad is a section titled 'babble BREASTFEEDING GUIDE' with a sub-section 'COMMON BREASTFEEDING PROBLEMS'. This section includes a list of topics such as 'Why Breastfeed?', 'How to Begin Breastfeeding', 'Latching On', and 'Breast Milk Production'. A small image of a baby is visible in the bottom right corner of the screenshot.



Custom Feeding System
from ABBOTT NUTRITION

Discover how we're advancing
infant nutrition

Similac

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Article



Pacifier Restriction and Exclusive Breastfeeding

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+ Author Affiliations

ABSTRACT

OBJECTIVE: We tested the hypothesis that removing pacifiers from routine distribution in our mother-baby unit (MBU) would be associated with greater breastfeeding initiation or exclusivity during the birth hospitalization.

METHODS: We retrospectively compared exclusive breastfeeding, breastfeeding plus supplemental formula feeding, and exclusive formula feeding rates for 2249 infants admitted to the MBU at our university teaching hospital during the 5 months before and 8 months after restriction of routine pacifier distribution. Formula supplementation, if not medically indicated, was discouraged per standard practice, but access to formula was not restricted.

RESULTS: Of the 2249 infants, 79% were exclusively breastfed from July through November 2010, when pacifiers were routinely distributed. During the 8-month period after pacifier restriction, this proportion decreased significantly to 68% ($P < .001$). A corresponding increase from 18% to 28% was observed in the number of breastfed infants receiving supplemental formula feeds in the same period ($P < .001$). During the study period, the proportion of exclusively formula-fed infants increased from 1.8% to 3.4% ($P < .05$).

This Article

Published online March 18, 2013

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Advertising Disclaimer

Custom Feeding System
from ABBOTT NUTRITION



Discover

Marketing to the millennials (ages 18-29)

- Breastfeeding and the concept of “perfect”
- Time-pressed mothers settle for pragmatism rather than perfect
- Want products that give her permission to be “imperfect”
- Provide a hassle-free product that appeals to time-crunched mothers

BIG SAVINGS
FOR YOU AND YOUR LITTLE ONE!

when you order your first case of
Enfamil® PREMIUM™ now including
Natural Defense™ Dual Prebiotics
2 fl oz Nursette® bottles through Enfamil® Home Delivery.

SAVE 50%

ORDERING IS QUICK AND EASY:

1. Visit enfamil.com/store or call **1.800.BABY123**
2. Order 1 case (48 bottles) of **Enfamil PREMIUM 2 fl oz Nursette bottles**
3. Use promotion code **PREMIUM50** when ordering.

That's it!
Your order will be delivered right to your home-sweet-home.

QUESTIONS?
Contact the Enfamil Experts at **1.800.BABY123**
Mon-Fri 7:00a.m.-7:00p.m., Sat 8:00a.m.-4:30p.m. CST

Ready when you are, Mom

Similac Advance EarlyShield™
in 2-fl-oz plastic bottles
(It's ready where you are, too.)

For babies on the go:

- Ideal for first feedings
- Convenient for travel, near and far

And for moms who go with them:

- Easy-to-hold lightweight shape
- Easy-to-read measurements
- Shatterproof plastic
- Tamper-evident breakaway seal
- Uses most standard nipples and rings

To Order: **1.800.FORMULA**
(1.800.367.4633)
www.Similac.com
Have questions? We have answers.
Call **1.800.515.7677**, 9:00 am - 3:00 pm
Eastern Time, weekdays.

Marketing to remove guilt

- Mothers embrace brands that give them permission to be imperfect without feeling guilty
- “permissible indulgences” seen in marketing of snack foods in 100 calorie packages



“Nine out of ten mothers use formula. According to a recent study, most new mothers (9 out of 10, actually) use formula at some point during their baby's first year. So you're not alone, not by a long shot.”... Mead Johnson

How do you compete with this?

- Targeting breastfeeding mothers with promises of free lactation consultant help
 - **800-986-8800**
 - **24/7 live help**Nurses and lactation consultants available.

Similac
StrongMoms



“There’s an app for that”

Download the free Similac® Baby Journal app*
Add a little more predictability to your life.

↓ **Download Now**
IT'S FREE!



With the free Similac Baby Journal app, you can easily track your baby's eating and sleeping habits, diaper changes, and more.

[Watch the overview](#)

*For iPhone® and iPod touch®. iPhone and iPod touch are not trademarks of Abbott Laboratories.

Does formula marketing work?

Sobel et al. Soc Sci Med 2011; 73:1445-1448

- Mothers who recalled a formula advertisement message were twice as likely to feed their baby formula
- Babies were more likely to be given formula if their physician, grandmother, or other relative recommended it



Introducing a new advance for
your little one's brain and eyes

Similac® has a NEW Lutein & DHA blend. Lutein and DHA can be found in breast milk and Similac.

[Learn more about Lutein and DHA/ARA](#)

Yes, formula marketing works!

After viewing marketing ads mothers reported

- Concerns that the featured scientific ingredients were not in breastmilk
- That their milk might not change in response to infant's changing needs
- “It's powdered breastmilk”
- Formula was a medical solution to normal infant issues
- Conveyed the expectation of breastfeeding failure
- Exclusive breastfeeding is not important
- Infant formula is equivalent to breastmilk

Discharge Packs

- Women who got packs more likely not to exclusively breastfeed at 10 weeks than women who didn't (Rosenberg et al, 2008)
- Meta-analysis: bags decreased exclusive breastfeeding at any point in time, from 0–6 months postpartum (Donnelly et al, 2000)
- Reduced number of women exclusively bf at 6 & 13 weeks (DiGirolamo et al, 2008)



Sampling

- Sampling gets the product into the hands of the consumer
- Provides for its easy use at the first sign of breastfeeding roadblocks
- Starts the process of early weaning
- Perfect setup to creating a market where none existed before



A GIFT CERTIFICATE FOR YOU TO BRING TO THE HOSPITAL

Ask for your

free Gerber Generation backpack*

when you deliver at a participating hospital!

Present this gift certificate to the nurse when Baby arrives and receive your Gerber Generation BACKPACK filled with must-have essentials for new moms.

Search online for participating hospitals near you!

Visit StartHealthyStayHealthy.com/backpack or call 1-800-308-6031.



*Only while supplies last. Limit one per household. Contents may vary. Offer good in U.S.





Want soy-based (lactose-free) formula?
Try Enfamil® ProSobee®
FREE

» Get Certificate



Colic due to cow's milk protein allergy?
Try Nutramigen® with Enflora™ LGG®
FREE

» Get Certificate



Not sure which formula?
Ask your baby's doctor for a
FREE sample of
Nutramigen® with Enflora™
LGG®, Enfamil®
Gentlease®, or Enfamil
A.R.®

» Get Certificate



Not sure which formula?
Ask your baby's doctor for a
FREE sample of Enfamil®
Gentlease®, Enfamil A.R.®,
or Enfamil® ProSobee®

» Get Certificate



Breastfeeding?
Enjoy a FREE nutrition gift

» Get Certificate



In your third trimester?
We've got a FREE gift for
you

» Get Certificate



Preparing for your baby's
birth?
Get up to \$250 worth of
FREE gifts

» Get Certificate

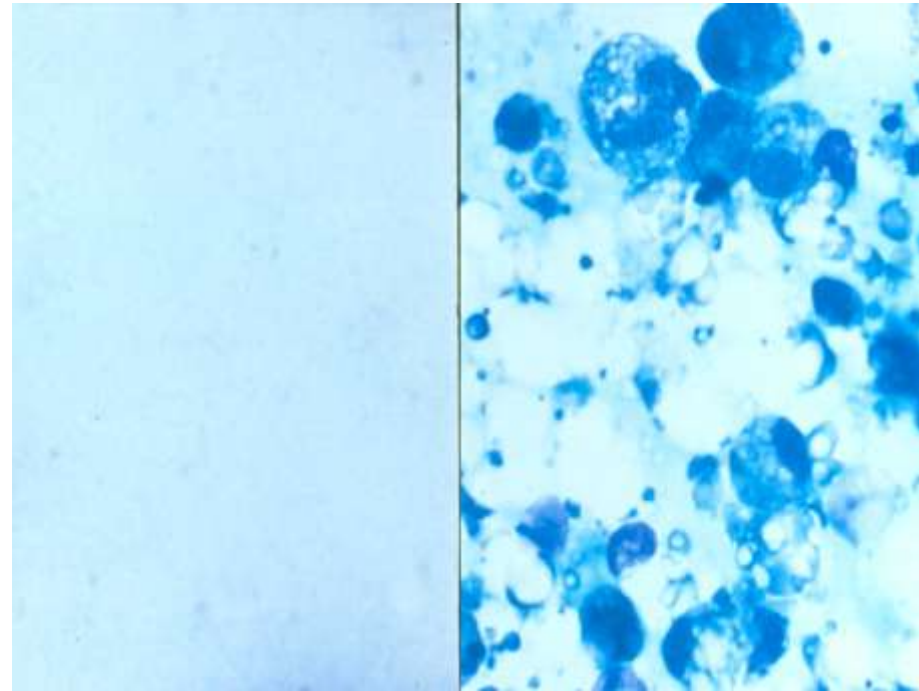


Planning to feed your baby
Enfamil®?
Request it FREE in the
hospital

» Get Certificate

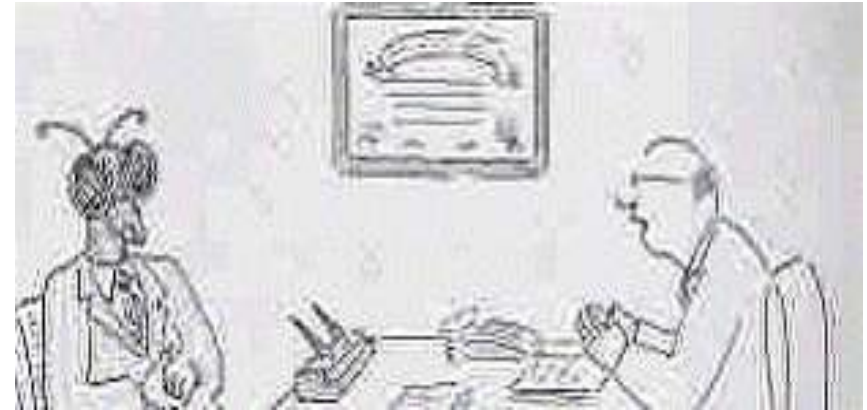
Take Home Messages for Mothers

- We owe mothers the truth
- Avoid the trap of omitting information because we might make mothers feel guilty
- Infant formula is not the same as human milk
- Health outcomes are different between babies fed formula or human milk
- Random additions of ingredients to infant formula will not make it perform like human milk



Recalls of Infant Feeding Products

Recall Class	Date	Product	Problem
II	2012	Gerber Products Company is proactively recalling Gerber® Good Start® Gentle powdered infant formula 23.2 ounce plastic package from batch GXP1684 expiration date of March 5, 2013. (Nestle)	Product has an off odor. Infants spitting up and having other gastrointestinal problems have been reported.
II	2010	Similac powdered formula, 113,361,078 individual units of various sizes and formulations (Abbott)	Affected formula contains beetle parts and beetle larvae. Babies who consume infant formula containing beetles or their larvae may experience gastrointestinal distress and refusal to eat.
Firm initiated recall	2009	Neocate powdered formula, 3700 14oz cans, Lot #P91877 (Nutricia)	Deficient in protein; short-term consumption unlikely to cause immediate nutritional issue but longer term consumption might influence the healthy growth curve in certain infants
II	2007	Similac Special Care 24cal/fl oz, ready to feed premature formula in 2 oz bottles; 5000 cases (Ross Products)	Deficient in iron, which if used for longer than one month could result in anemia
Firm initiated recall	2006	Similac Advance and Alimentum in 32 oz ready-to-feed bottles, including one lot of hospital discharge kits. 100,000 bottles of Alimentum, 200,000 bottles of Similac (Ross Products)	Deficient vitamin C due to packaging error and consumer complaints of dark colored formula. Vitamin C deficiency could appear in infants who consume the formula for more than 2-4 weeks
Firm initiated recall	2006	Gentlease powdered infant formula, 41,000 cans, 24 oz cans, batch #BMJ19 (Mead Johnson)	Batch contains metal particles; if aspirated into the lungs, the particles present a serious risk to the baby's respiratory system; particles could also damage the baby's throat; any injuries from this problem would manifest within 3-4 hours
II	2005	Similac Advance with Iron Formula Powder, 12.9 oz. can. The product is packaged as 6 cans per case for delivery to retail stores. Lot Number 20307RB. 82,986 cans (Ross Products)	The product contains rigid polyvinyl chloride (PVC) and was distributed nationwide
III	2005	Enfamil LactoFree with Lipil, 13 oz concentrated liquid cans; 6408 cases (76,896 cans) (Mead Johnson)	May have an off odor, clumping, and product separation



“I think it goes back to your first year of life when they had the recall on infant formula because of beetle parts and larvae.”

Unwanted ingredients

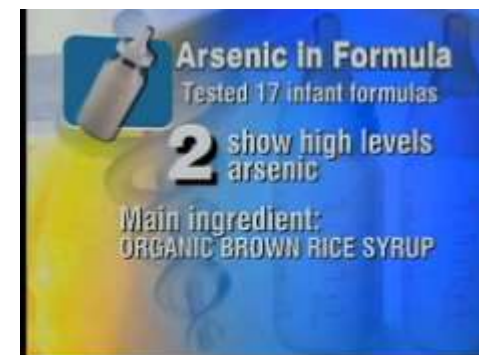




Arsenic

- Two of 17 infant formulas tested listed organic brown rice syrup as the primary ingredient.
- One had a total arsenic concentration that was six times the federal limit of 10 parts per billion (ppb) for total arsenic in bottled or public drinking water.

- This is particularly worrisome for babies because they are especially vulnerable to arsenic's toxic effects due to their small size and the corresponding arsenic consumption per pound of body weight.



um	Manganese	26
	25	Fe
r	Mn	55
.00	54.94	
1.6	1.5	

© Jupiterimages / Photos.com / Thinkstock

Manganese

- Essential trace element needed in small amounts
- Excessive exposure in children is linked to neurological disorders, lower IQ, and poorer school performance
- Infants absorb more and excrete less Mn than adults
- Breastfed infants have a low exposure
- Infant formulas contain Mn concentrations 100-fold higher than breastmilk
- Powdered formula mixed with water containing WHO Mn guidelines can exceed the health limit
- Concern of neurotoxic effect during period of rapid brain development

WHY DON'T WE SEE MORE ADS LIKE THIS?

They cost money!



Four Ps of Social Marketing

- **Product**
 - Find the unique quality that makes breastfeeding more desirable than the competitor
- **Price**
 - Emotional, psychological, physical, social costs of breastfeeding vs formula
- **Place**
 - Optimal venue to deliver the message
- **Promotion**
 - Strategies should resonate with the target audience

Approaches that turn off mothers

- Too inflexible
- Judgmental
- Pressure to breastfeed
- Lack of respect
- Strong reactions to mother's actions
- Lack of trust
- Too restrictive
- Not flexible enough to allow for mothers' own judgment
- Too critical
- Too confusing



Stories vs statistics

Impact of anecdotal comments

- Decisions can be biased by anecdotal data
- Anecdotes can override science
- Stories are more vivid and easier to process than hard data
- Hard-wired to process stories
- Peer testimonials
- Graphics and pictures



Interventions

- What to expect when breastfeeding
- Lifestyle changes
- Latch and troubleshooting latch
- How to incorporate breastfeeding into busy schedule
- Body changes
- How breastfeeding feels (pain has been identified as a predictor of not breastfeeding and an early reason for supplementing or weaning)
- Lifecoaching – to negotiate challenges of breastfeeding and work, household responsibilities, other children
- Set short term achievable goals
- Use social media

Explain infant behaviors that result in supplementation

- Infant fussiness
- Baby not sleeping
- Baby sucking on fists
- Fussiness when put down
- Need to assure that baby is full
- Need to make baby sleep



Recourse opportunities

- Petition to the FDA to add warning label regarding adverse effects of DHA and ARA oils
- Petition to the Federal Trade Commission (FTC) regarding misleading claims



<http://www.cornucopia.org/2008/01/replacing-mother-infant-formula-report/>

- Which is paramount: a company's unfettered right to promote their product, or the stated goal of promoting public health and welfare even where it may run counter to consumers' freedom of choice? And at their core, these debates don't only touch upon the scope of the government's authority to protect consumers, but also raise the issue of manufacturers' obligations to their customers and whether a line might be crossed when aggressive marketing tactics run counter to public policy agendas. If a state legislature can demand that a manufacturer not promote a certain product in a certain way, then perhaps it is only a matter of time before consumers themselves can hold manufacturers liable for negligence in the way their products are marketed whenever such strategies ostensibly clash with the consumer's health or welfare or general "best interests".
- <http://product-liability.weil.com/legislation/widening-regs-on-the-marketing-of-infant-formula-raise-questions-about-advertising-and-consumer-welfare/>

“AT WHAT COST: WHEN PROFITS ARE PUT BEFORE MOTHERS AND BABIES”

<http://vimeo.com/54697462>

The California WIC Association and UC Berkeley School of Public Health created a video that reveals the deceptive messages and unethical marketing practices used by formula companies

The video will be used in a larger strategy to pressure the Food and Drug Administration and Federal Trade Commission to implement stronger policies that address deceptive labeling and messaging.



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