

# BREASTMILK THE GOLD STANDARD

**Breastfeeding is the natural and normal way to provide optimal nutritional, immunological, and emotional nurturing for the growth and development of infants. No artificial baby milk (formula) is the same as breastmilk in terms of nutrients, enzymes, growth factors, hormones, immunological and anti-inflammatory properties or in infant growth and developmental outcomes. Therefore, breastmilk doesn't just add benefits, but sets the standard for infant feeding.**



## The Standard of Health Outcomes

Artificially-fed infants have

- increased rates of respiratory disease <sup>1</sup>
- increased rates of otitis media <sup>2</sup>
- increased rates of gastroenteritis <sup>3</sup>
- increased risk of Sudden Infant Death Syndrome <sup>4</sup>
- increased incidence of allergies <sup>5</sup>
- increased risk of childhood cancers <sup>6</sup>
- increased risk of IDDM in susceptible children <sup>7</sup>
- increased rates of ulcerative colitis <sup>8</sup>
- increased incidence of Crohn's Disease <sup>9</sup>
- increased possibility of improperly stimulated immune system <sup>10</sup>
- increased risk for less favorable response to vaccines with low antibody levels leaving some artificially-fed babies under-immunized <sup>11</sup>

## The Standard of Cognitive Outcomes

Artificially-fed infants have

- a different brain composition than breastfed babies <sup>12</sup>
- a lower neurodevelopmental response at 4 months of age <sup>13</sup>
- lower mental development scores at 18 months of age <sup>14</sup>
- lower cognitive scores at 3 years of age <sup>15</sup>
- twice the rate of minor neurological dysfunction at 9 years of age <sup>16</sup>
- lower IQs at ages 11-16 years <sup>17</sup>

## The Standard of Composition

Artificial baby milk does NOT contain <sup>18</sup>

- secretory IgA
- lysozymes
- macrophages
- hormones
- enzymes
- growth factors

**Artificial baby milk (formula) cannot meet these standards. The only food that meets them is breastmilk — a living fluid and the gold standard.**

<sup>1</sup>Wright AL, et al. *Pediatrics* 1998; 101:837-44

<sup>2</sup>Scariati PD, et al. *Pediatrics* 1997; 99(6)

<sup>3</sup>Raisler J, et al. *Am J Pub Health* 1999; 89:25-30

<sup>4</sup>Frederickson DD, et al. *Am J Dis Child* 1993; 147:460

<sup>5</sup>Saarinen UM, et al. *Lancet* 1995; 346:10-65-1069

<sup>6</sup>Shu XO, et al. *J Nat Cancer Instit* 1999; 91:1765-1772

<sup>7</sup>Kimpimaki T, et al. *Diabetologia* 2001; 44:63-69

<sup>8</sup>Koletzko S, et al. *BMJ* 1991; 302:1580-81

<sup>9</sup>Rigas A, et al. *Ann Epidemiol* 1993; 3:387-392

<sup>10</sup>Newman J. *Scientific American* 1995; 12:76

<sup>11</sup>Hahn-Zoric M, et al. *Acta Paediatr Scand* 1990; 79:1137-42

<sup>12</sup>Uauy R. *J Pediatr Gastroenterol Nutr*, 11, 1990

<sup>13</sup>Agostoni C et al. *Pediatr Res*, 38, 1995

<sup>14</sup>Florey C du V, et al. *Intl J Epidemiol*, 24 (suppl1), 1995

<sup>15</sup>Bauer G et al. *Psych Reports*, 68, 1991

<sup>16</sup>Lanting CI et al. *Lancet*, 344, 1994

<sup>17</sup>Greene LC, et al. *Biochem Soc Trans*, 23, 1995

<sup>18</sup>See labels on formula cans in your area

## What can you do to promote the Gold Standard?

### Individual

- ♥ If you are currently breastfeeding, be proud that you have decided to give your baby the very best
- ♥ Don't be defensive about your decision to breastfeed. Remember the majority of women in the US breastfeed their babies
- ♥ Refuse all free samples and coupons for artificial baby milk (formula), that the companies use to market their products
- ♥ Refuse all breastfeeding literature and supplies from artificial feeding companies as it increases the cost of artificial baby milk (formula) to families
- ♥ Wear your gold ribbon
- ♥ Share with others your feelings about breastfeeding
  - Share your feelings and support
  - Make sure your health care professionals know of your infant feeding decision and that you expect their support
  - Ask your life and health insurance carriers for discounted rates since you are practicing good preventative health practices for both you and your baby

### Community

- ♥ When you see a breastfeeding mother and baby, go up to her and congratulate her for deciding to give her baby the best
- ♥ Request reimbursement for all breastfeeding support and services that you require or provide

### State

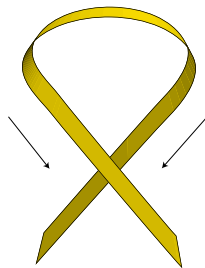
- ♥ Join a breastfeeding task force
- ♥ Ask that breastfeeding be a part of the health, biology, family life curriculum in your school system
- ♥ Explore state legislation for ways to support breastfeeding women and babies
  - nursing in public issues
  - workplace support for breastfeeding
  - appropriate maternity stays and maternity benefits

### National

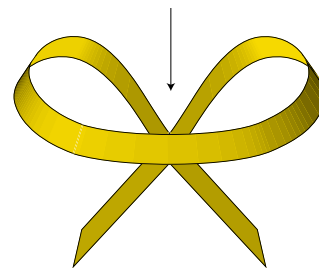
- ♥ Inform your legislator that **Breastfeeding Support and Services** are needed in any health care reform or universal health care for children
- ♥ Inform government agencies and your legislators about the cost savings afforded by breastfeeding
- ♥ Participate in World Breastfeeding Week activities every August 1 -7

#### How to tie your gold ribbon for breastmilk as the gold standard for infant feeding:

1. Take a foot long piece of gold ribbon and loop it once in the center



2. Then bring the top of the loop down to form a double loop



**Why a double loop?** To remove the disease connotation associated with single loop ribbons. Also, the double loop represents that there are at least two people who benefited by the decision to breastfeed, the mother and the baby.

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NABA: 9684 Oak Hill Dr., Ellicott City, MD 21042-6321; Tel 410-995-3726; Fax 410-992-1977; email BarbB13@aol.com  
NABA REAL: 254 Conant Road, Weston, MA 02193; Tel 617-893-3553; Fax 617-893-8608; email Marshalact@aol.com

