**Unpacking Infant Formula Feeding: What Is Best Practice?**

### Challenge
- Provincial stakeholders expressed a shared need to have an evidence-based formula-feeding resource for parents.
- This resource had to meet Baby-Friendly Initiative (BFI) criteria.

### Past availability
- Each health unit or hospital developed their own materials.
- Details varied.
- Mothers mostly dependent on formula can instructions with small fonts and minimal information.

### Booklet objectives
- Be comprehensive.
- Address gaps.
- Be aligned with BFI.
- Supplementary objective: Support informed decision-making conversations.

### Formula resource development
- 32 months; 32 editions.
- Field tested in 2015 & 2016 with diverse mothers.
- Now adapted in Newfoundland, B.C., New Brunswick.

## Infant Formula Booklet: Comprehensive, Evidence Informed, Parent Tested

### Highlights of Formula Booklet

**Preparing powdered infant formula**
- Describes responsive, cue-based feedings, not feedings based on amounts.
- Encourages 1:1 conversation with health care providers.
- Includes informed decision making, is factual, acknowledges options.
- Includes preparing, feeding, storing and transporting.

**Preparing ready-to-feed**

**Responding to cues**
- How to bottle feed.
- How to burp.
- Satiation and distress cues.

### Did you Know?
- Powdered infant formula is not sterile, and may have harmful bacteria.
- Water needs to be sterilized at a rolling boil for 2 minutes (most kettles do not do this; nor automatic formula preparation machines).
- Sterilize all water and feeding supplies for infants of any age.
- Teach responsive, cue-based feeding.

### Increasing literacy of parents and service providers

**Other tools to increase formula and informed decision-making literacy**
- IDM toolkit: booklet and 4 videos – online.
- IDM tip sheet – online.
- IDM workshops: 4-hr workshop, train-the-trainer model - request yours!

**IDM in a BFI context**
- Protect, promote, and support breastfeeding.
- Be clear that feeding options are not equal.
- Give mothers information to keep babies as healthy as possible.
- Use formula when medically indicated.

### Coming soon:
- Preparing Infant Formula video.

**To Find Resources and Workshops**
www.BreastfeedingResourcesOntario.ca or bfistrategy@tehn.ca

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**Poster Authors:**
Sonya Boersma and Hiltrud Dawson,
BFI Strategy for Ontario.

**Lead Resource Author:**
Sonya Boersma, MScN, RN, IBCLC.