

Submission no. 460

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Hi Pauline,

Attached is my response to the Parliamentary Inquiry into Breastfeeding which I attended as a community speaker on the 7th June. It was a very interesting day for me and I look forward to the recommendations of the Committee.

I also took a survey of mothers I know through a variety of sources to get their reactions. Some of their replies and comments (attached) make for very interesting reading and represent views of ordinary women with first hand experience in breastfeeding issues.

Regards
Jackie Phillips.

I wish to thank the committee for allowing me to participate in the public hearing into Breastfeeding on Thursday 7th July. A number of very interesting points were raised by those associations and individuals who attended.

I am a 41 year old mother of two children aged 5 and 3 with another due at the end of July. I am a happily married IT consultant with a very supportive and hands on husband. I breastfed both my daughters to 6 and 9 months respectively but it was never exclusive for various reasons i.e. I also used formula during that time. Those reasons are outlined latter in this email.

I wish to address some of the key points raised in the public hearing and also provide my thoughts on this subject.

1. There was considerable push from the Uniting Church, the Australian Breastfeeding Association and others to ban infant formula advertising. However, I noted that the Uniting Church, when asked, could not provide actual evidence that within the Australian context, advertising of infant formula actually was a barrier to breastfeeding or that it influenced Australian women to use it instead of breastfeeding unless there were other issues. Instead they based their assumptions on research conducted in the Philippines which I think has limited correlation to Australian women. I urge the committee at all times to consider Australian based research before making recommendations. Some of the language used seemed to put infant formula into the contraband category which I think is very dangerous.
2. Several organisations made a link between infant formula and toddler formula advertising and claimed Australian mothers were being duped or at the very confused by the two. Personally I have never been confused about what each product is for and I think we are underestimating Australian women who are generally well educated. Again, I ask the committee to ensure there is Australian based evidence before making recommendations.
3. The Uniting Church cited the examples of PNG and Mongolia as having high breastfeeding rates and suggested we need to study their cultures to determine why. I can see little application as the cultures and economic circumstances of these countries are very different to Australia.
4. Kelly Zantay of Bellybelly.com.au asserted all breastfeeding problems are preventable. As an experienced mother of two I totally reject that all problems are preventable and ask what evidence Miss Zantay can provide to support this conclusion. Further I note that the Royal Women's Hospital claimed that most problems can be dealt with support and management. While I agree to some extent that to be successful breastfeeding must be supported and mothers need access to quality lactation help, what was not mentioned was the amount of time or effort that may required on the part of the mother to establish successful exclusive breastfeeding in all cases.

5. Breastfeeding itself can be a barrier to breastfeeding but this was not mentioned in any presentation. Having had severe nipple pain while breastfeeding both children for approximately one month after birth, despite being motivated to breastfeed, supported by my husband, well read, well funded to hire a lactation consultant and seeking advice including of the ABA I know personally how hard it can be to keep going. Especially when the thing that causes your discomfort must be done many times a day. If there are multiple feeding issues, then breastfeeding is even harder. Just some of the problems that can occur include:
 - a. Nipple pain
 - b. Thrush which may require dietary restrictions be imposed on the mother
 - c. Mastitis
 - d. Lack of supply which may require a lot of patience and time to increase including expressing of milk for long periods and may never be sufficient despite assertions by the ABA to the contrary
 - e. Exhaustion
 - f. Fussiness of baby
 - g. Reflux which may lead to feeding issues as baby may regurgitate some or all of breastmilk.

In addition, Post Natal depression, health issues for the mother as a result of or pre existing to the pregnancy, as well as problems with delivery especially if a woman is incapacitated for any length of time can impinge on the ability or desire to breastfeed. Health issues for the baby including reflux which is not well understood or diagnosed by many health professionals can make breastfeeding very hard.

None of these problems were really explored by any organisation. Indeed, one organisation suggested they needed funding for outcome based solutions but felt it was not important to understand the reasons why women did not continue breastfeeding. I would say that without that crucial piece of evidence, how could solutions be formulated?

The reality is, that even the healthiest, fittest mother may just simply find breastfeeding hard work and exhausting, let alone where problems or health issue are encountered. It is basically a solitary job which no one else can adequately help with. Problems, pain and exhaustion are to a large degree for the mother to bear alone. The most supportive partner, family and professionals can only help up to a certain point. Many women do not want to keep breastfeeding beyond a few months because it means that they are tied 24/7 to their infant and may not wish to be. They may want their partner to share in all aspects of infant care, including feeding, which exclusive breastfeeding does not afford.

6. Many organisations discount, gloss over or say these issues should not occur if breastfeeding is done correctly. This can make new mothers feel they are not really trying hard enough or inadequate. Guilt over inability to breastfeed is anecdotally quite high in non breastfeeding mothers. There is also considerable misinformation put out by some organisations that supply should never be an issue. However, as you can read in my personal experience which follows, lack of supply was very much an issue for me with my second child, which could not be completely overcome. I believe organisations requesting government funding should be scrutinised when providing overly positive messages to women which may not have any bearing on the outcomes women experience when breastfeeding.
7. PANDA presented that breastfeeding can be either a positive or negative in relation to Post nataly depressed women. My sister had severe PND when her child was approximately 4 ½ months old. She was hospitalised and advised to stop breastfeeding in part due to the medication she was required to take but also because she had become fanatical about breastfeeding to the point she was making herself sicker. She has now recovered and is a successful part time working mother. Despite PANDA admitting some women find breastfeeding a negative, the ABA's website says it's mostly a positive experience for women who have PND. I think the content of any such websites should be reviewed especially if funding is provided to those organisations.
8. There are government funded lactation centres and sleep schools in Victoria such as the Queen Elizabeth, which I personally attended. However, the waiting list to get into these institutions can be very great, with wait times varying from a couple to several weeks. Funding of these institutions need to be addressed. I know that the Queen Elizabeth diagnosed my daughter's severe reflux which my GP and local Maternal Health nurse had not. Without these services, I would have had a far more difficult time mothering my child and would have continued to believe there were breastfeeding issues rather than health issues in my infant daughter.
9. Many organisations noted return to work as a reason why many mothers give up breastfeeding and suggested that businesses need to be made to provide areas and breaks so women can breastfeed. Having worked and expressed milk at work, I can safely say that while I did have support and generally a place I could express, the reality of expressing several times a day at work, sterilising equipment in between and still having to be fully functioning at work was a hard road. There were days I simply forgot to take my breastmilk home because I had so many things to think about. While it worked for a short time I ultimately found being organised to express at work, work and look after my child when I got home was a daunting task. While having a place to express and support at work to do so is important, the reality is many working mothers simply find it too hard.

10. The government currently funds mothers to the tune of \$4000 which will be increased next financial year. While this is helpful, the reality is that it doesn't even begin to cover most professional women's wage. The fact is that mothers are getting older and quite often leave higher paying jobs to take time out to have a child. In many households and including my own, the woman is the main breadwinner so not returning to work is not really an option. Many organisations discussed paid maternity leave as being helpful in promoting breastfeeding. While this may be true, the current level does not really make any dent to the cost of raising a child nor the loss of income for many women. I also note that currently a parent has only 26 weeks to get paperwork in to claim the 'baby bonus'. This seems ridiculously short given a child of 6 months may not even be sleeping through the night meaning its parents live in a haze of sleep deprivation. This time scale needs to be addressed immediately.
11. The Royal Women's Hospital and other organisations suggested the promotion of Baby friendly hospitals. However, I believe we need Mother and Baby friendly hospitals because you cannot satisfy the needs of one at the expense of the other and the mother has the key role to play.
12. I think more GPs and Maternal Health nurses who are after all the first point of contact outside hospital for many mothers need an update in their training in two key areas which can both have impact on breastfeeding:
 - a. Post Natal Depression diagnosis and referral.
 - b. Recognition of reflux and its potential for harm to the infant.
13. Finally, I believe any language used in any legislative changes need to take into account that some women simply cannot breastfeed for a variety of reasons. Many of these women already feel tremendous guilt over this issue. Any language which somehow talks in terms of bottle feeding being inferior or implies that women feeding their children this way are harming them needs to be carefully avoided. After all, we do not want formula being likened to cigarettes. There is quite often a perception amongst mainstream women that organisations like the ABA promote breastfeeding in a way that makes women who don't breastfeed somehow not doing right by their children.

As well as details of my own experiences with breastfeeding, I put out a questionnaire to all the women I knew with young children and have attached their responses which are many and varied. Some found breastfeeding a positive experience and were able to continue for as long as they wanted with few or no problems. Other women had a lot of issues, including their own health, some of which could not be overcome. Some of the comments provided, showed that the experience with nursing staff led the mothers to feel a great deal of pressure to breastfeed beyond what they found reasonable.

My experiences in detail:

I wanted to breastfeed despite my mother telling me she hadn't and I probably wouldn't be able to either and was very well read on the subject. At the hospital I was encouraged to begin breastfeeding as soon as both my daughters were born.

In both cases I experienced severe nipple pain for approximately the first month of feeding each child. This is despite consulting nursing staff in the hospital, lactation consultants both in and out of the hospital and the Australian Breastfeeding Association of which I was a member during the 1st year of each child's life.

I was initially led to believe that nipple pain only occurred if the child was incorrectly attached to the breast. However, everyone I consulted concluded that she was attaching correctly but only one consultant ever confirmed to me that nipple pain occurs in some women and she offered constructive suggestions for dealing with the symptoms until the pain receded. Being told I was not breastfeeding correctly by multitudinous experts was demoralising and stressful. In addition, the knowledge that I had to keep breastfeeding despite the pain was very difficult and required an enormous amount of tenacity on my part.

My first child had severe undiagnosed reflux which the GP and Maternal Health Nurse failed to pick up. This led to her regurgitating a significant amount of breast milk after each feed, screaming fits and lack of ability to sleep during the day when horizontal. She slept at night due to exhaustion and both the GP and Maternal Health Nurse claimed this was 'colic'. Thinking she was crying because she wasn't getting enough milk, I both expressed breast milk and supplemented my daughter with formula once a day. She was only diagnosed with reflux by a nurse at the Queen Elizabeth sleep school when I went there in desperation for a one day class. I was referred back to my GP by the Doctor at the sleep school who agreed with the nurse but refused to prescribe medication, and then had to wait for an appointment to a Paediatric Gastroenterologist. During this waiting period my daughter vomited blood and had to have an emergency endoscopy. She was placed on medication and most of her problems abated. It was a frightening and difficult time for us.

My second daughter did not have any reflux and was exclusively fed on breast milk for approximately 7 weeks when we noticed she failed to keep gaining weight and more worryingly had very few wet nappies per day, less than would be expected. Expressing to increase my supply did not help. I suggested to my Maternal Health Nurse that I would have to supplement with formula but was told she couldn't advise me to do this but could offer no other suggestions. I finally decided to supplement her with 1 bottle of formula a day and she again began to gain weight and have the requisite number of wet nappies. The lack of advice and almost disapproving air of the Maternal Health Nurse made me extremely angry at the service with a feeling that it only can really support fully breastfeeding mothers, when it should be supporting all.

In the end I breastfed my daughter for what I considered a reasonable amount of time and I was glad to give it up. I did the best I could for my children and have no regrets about the path I took. I also note that I am in good health, intelligent and generally fit, despite being a fully bottle fed child.

- 1.
2. Did you breastfeed all your children? **Yes**
3. If not, why not?
4. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 F Child 2 _____ Child 3 _____ Child 4 _____
5. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? **I didn't have a sufficient supply of breast milk and was told in the hospital from day one (literally) that I would have to supplement with formula as Talia was so small (under 2.5kg)**
6. To what age did you breastfeed each child? Child 1 4 mnths Child 2 _____ Child 3 _____ Child 4 _____
7. Why did you stop breastfeeding each child? Were the reasons same or different? **I would have preferred to continue breastfeeding, but my baby refused to continue taking the breast. By the time she stopped, she had already weaned herself down to one feed a day. Feeds were very time consuming as in the beginning I had to complement all but one feed of the day. When other babies were feeding in 20 minutes we were taking around 40+ minutes and then giving the bottle.**
8. Did you feel pressurized to breastfeed? If so by whom/what? **There is a lot of pressure exerted to breastfeed by advertising, particularly in the hospital and at doctor visits. It raised some concern during my pregnancy that I would be a failure if I wasn't able to feed.**
9. Did you feel pressurized to bottle feed? If so by whom/what? **No, although I thought some people felt it was a less messy and more socially acceptable option.**
10. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **Yes**
11. If you breastfed did you feel there was community support? **I found it quite mixed. A number of people would be concerned if I breastfed when out in a café or restaurant.**
12. If you bottle fed, did you feel supported in doing so? **Yes, but I also felt that some other mothers would wonder why I was using a bottle.**
13. If you used formula, do you think advertising influenced your decision to use it? **No – my decision was impacted by the hospital midwives.**
14. If you breastfed did you feel there were any negatives associated with it and what were these? **Feeding in public is still an issue, but being tied to doing all the feeds was the hardest part, both for me and my husband who felt both that he couldn't help me out, and that he wasn't bonding the same. Because I was breastfeeding as well as bottle supplementing there wasn't any point in him getting up in the middle of the night.**
15. If you bottle fed did you feel there were any negatives associated with it and what were these? **Just the reaction of some people who were more focused on promoting breastfeeding than the reality of our individual circumstances.**
16. Have you used the services of the ABA? Was it a positive or negative experience? **No**
17. If you had your time over, would you have fed your child differently? **If my daughter would have been in the same underweight position, then no, probably not. If anything I wouldn't have persevered so long with breastfeeding her towards the end when it was quite clear that she just wanted to take the bottle.**

1. Did you breastfeed all your children? **Yes**
2. If not, why not?
3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 **E** Child 2 **E** Child 3 _____ Child 4 _____
4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
5. To what age did you breastfeed each child? Child 1 **10.5 months** Child 2 **11 months**
6. Why did you stop breastfeeding each child? Were the reasons same or different? **The same reasons being that both daughters initiated the change by becoming disinterested in the breast.**
7. Did you feel pressurized to breastfeed? If so by whom/what? **Yes, the nursing staff at the hospital and other mothers (prior to birth) put lots of pressure on. I had intended to breastfeed anyway.**
8. Did you feel pressurized to bottle feed? If so by whom/what? **No - quite the opposite.**
9. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **Yes, specifically from my sister. Those people that had been so outspoken prior to birth gave very little support. Also, the maternal health nurse kept telling me I was doing it wrong because it hurt (never mind that my breasts weren't exactly used to that kind of pressure!) Must say that although I was doing it wrong, Sabrina was growing. Also never got support on how to do it 'right'.**
10. If you breastfed did you feel there was community support? **Not really**
11. If you bottle fed, did you feel supported in doing so?
12. If you used formula, do you think advertising influenced your decision to use it?
13. If you breastfed did you feel there were any negatives associated with it and what were these? **I sometimes felt that I couldn't get away from my babies because they wouldn't take expressed milk from a bottle until they were a bit older, and it always had to be me that got up in the night to feed babies - sometimes every 2 hours.**
14. If you bottle fed did you feel there were any negatives associated with it and what were these?
15. Have you used the services of the ABA? Was it a positive or negative experience? **Never used.**
16. If you had your time over, would you have fed your child differently? **No. Breastfeeding is an amazing experience if you can get past the pain of the first 3 months. However, I saw mums who made themselves sick trying to breastfeed their babies because it was 'the thing to do'. In fact, one friend of ours was damaging her baby by following advice from her maternal health nurse to 'perservere'.**

Did you breastfeed all your children? YES BUT ALL WITH SUPPLEMENTATION WITH FORMULA

1. If not, why not? LITTLE OR NO SUPPLY REGARDLESS OF ANY METHOD TO INCREASE
2. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1___F___Child 2___F___ Child 3___F_ Child 4___
3. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? LIMITED SUPPLY OF BREASTMILK
4. To what age did you breastfeed each child? Child 1___7 MONTHS___ Child 2___6 MONTHS___ Child 3___5 MONTHS___ Child 4___
5. Why did you stop breastfeeding each child? Were the reasons same or different? DIFFERENT - CHILD 1 MIK RAN OUT, CHILD 2 RETURN TO WORK, CHILD 3 I HAD SURGERY AT 5 MONTHS AND CHOSE TO NOT CONTINUE (THERE WAS NOT ENOUGH MILK TO EXPRESS)
6. Did you feel pressurized to breastfeed? If so by whom/what? YES - MIDWIVES AT FREEMASONS CHILD 1
7. Did you feel pressurized to bottle feed? If so by whom/what? NO
8. If you breastfed, did you feel supported in doing so by partner/relatives/friends? NOT NOTICIBLY BUT NOT A PROBLEM
9. If you breastfed did you feel there was community support? I SUPPOSE SO
10. If you bottle fed, did you feel supported in doing so? A FEW RAISED EYEBROWS
11. If you used formula, do you think advertising influenced your decision to use it? IN NO WAY
12. If you breastfed did you feel there were any negatives associated with it and what were these? MY BODY/BEAST SIZE MADE IT NEAR IMPOSSIBLE TO BE DISCREET THEREFORE I DIDN'T DO IT IN PUBLIC
13. If you bottle fed did you feel there were any negatives associated with it and what were these? I THINK IT'S GREAT ALWAYS THERE AND NUTRITIOUS AND SATISFYING. BETTER SLEEPING FOR BUB.
14. Have you used the services of the ABA? Was it a positive or negative experience? ONLY FOR CHILD 1. VERY NEGATIVE. THEY DO NOT ACCEPT THAT THERE ARE SOME OF US WHO CANNOT PRODUCE ENOUGH MILK OR NUTRITIOUS ENOUGH MILK TO SUSTAIN OUT BABIES. They make you feel inadequate and that you are not trying had enough. I did everything and went to a clinic and it still didn't work. I endured 8 different nurses a day coming into my hospital room with fingers outstretched to squeeze me and enquire if my milk had come in yet.THERE WERE MILK BANKS AND WET NURSES IN DAYS GONE BY - NOW THE ONLY CHOICE WE HAVE IS FORMULA. And thank goodness we do!
15. If you had your time over, would you have fed your child differently? POSSIBLY IF I HAD A CHOICE I WOULD LIKE TO BREATFEED MORE - IF MY MILK WAS SUFFICIENT

Formula is a necessary product for many mothers and i don't feel that advertising influences people in any way.

1. Did you breastfeed all your children?

Yes

2. If not, why not?

I BF for 10 weeks and then expressed and bottle fed ebm until he was 8 months (exclusive ebm until 6 months) as he refused the breast, he was just formula fed from 8 months

3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 ___ **F** ___ Child 2 _____ Child 3 _____ Child 4 _____

4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?

Breast refusal and unable to express enough for him

5. To what age did you breastfeed each child? Child 1 **8m** _____ Child 2 _____ Child 3 _____ Child 4 _____

6. Why did you stop breastfeeding each child? Were the reasons same or different?

I've only had one child, I would like to BF the next until they choose to wean, hopefully not before 12 months of age

7. Did you feel pressurized to breastfeed? If so by whom/what?

I felt pressured to BF due to my own knowledge on the benefits of breast milk

8. Did you feel pressurized to bottle feed? If so by whom/what?

I witness pressure to formula feed from other mothers, I noticed negative comments and judgement from my mothers group towards those still BF

9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?

Yes

10. If you breastfed did you feel there was community support?

Yes

11. If you bottle fed, did you feel supported in doing so?

Yes

12. If you used formula, do you think advertising influenced your decision to use it?

No

13. If you breastfed did you feel there were any negatives associated with it and what were these?

The negative was that it didn't go smoothly or as planned for me. I got very upset, bordering on depression when he refused to BF. It was very time consuming expressing and dealing with a baby with reflux who did not enjoy feeding from the breast or bottle.

14. If you bottle fed did you feel there were any negatives associated with it and what were these?

I felt as though people would judge me, being a midwife bottle feeding my child, it was probably more my own paranoia though

15. Have you used the services of the ABA? Was it a positive or negative experience?

I used the services when I was struggling with breast refusal and found the counsellor extremely supportive. It was very positive. Their magazine was also useful as it had articles on various reasons people expressed and bottle fed so I didn't feel so alone.

16. If you had your time over, would you have fed your child differently?

No, but if the same thing happens again I will not express for so long as it was too tiring and emotionally draining for me.

Way to go Jacks, sounds ridiculous, they are scapegoating the issue onto advertising.

18. Did you breastfeed all your children? **yes**
19. If not, why not?
20. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 **_yes_** Child 2 **_No_**
21. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? **He was premmie and was initially fed formula until I could get my milk supply up. Doctors did it as a matter of course.**
22. To what age did you breastfeed each child? Child 1 - **12 months** Child 2 - **12 months**
23. Why did you stop breastfeeding each child? Were the reasons same or different? **I felt it was sufficient. 12 months is recommended and I was happy that they were receiving a balanced diet and no longer required that closeness to me.**
24. Did you feel pressurized to breastfeed? If so by whom/what? **No.**
25. Did you feel pressurized to bottle feed? If so by whom/what? **No**
26. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **yes**
27. If you breastfed did you feel there was community support? **Yes**
28. If you bottle fed, did you feel supported in doing so?
29. If you used formula, do you think advertising influenced your decision to use it? **No**
30. If you breastfed did you feel there were any negatives associated with it and what were these? **Initially it took time to get used to feeding in public. I never worried about night feeds or going out as I bottle fed both children on expressed milk for those occasions as necessary.**
31. If you bottle fed did you feel there were any negatives associated with it and what were these?
32. Have you used the services of the ABA? Was it a positive or negative experience? **Yes – positive, I was able to hire the express machine from them at a terrific rate for the first 3 months. I enjoyed their magazine as well**
33. If you had your time over, would you have fed your child differently? **No**
- 34.

1. Did you breastfeed all your children? Y
2. If not, why not?
3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
Child 1 ___F___ Child 2 _____ Child 3 _____ Child 4 _____
4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? IF GOING OUT, USED FORMULA FOR BABYSITTER BUT ONLY AFTER 6 MONTHS OLD
5. To what age did you breastfeed each child? Child 1 __10 MONTHS__ Child 2 _____ Child 3 _____ Child 4 _____
6. Why did you stop breastfeeding each child? Were the reasons same or different?
WASN'T GETTING ENOUGH MILK
7. Did you feel pressurized to breastfeed? If so by whom/what? NO
8. Did you feel pressurized to bottle feed? If so by whom/what? YES, EVERYONE PARTICULARLY AFTER THE 6 MONTH PERIOD, MOST PEOPLE WOULD ENQUIRE AS TO WHEN I WAS GOING TO THE BOTTLE
9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?
PARTNER, YES, MOTHER YES, MOTHER-IN-LAW NO, FRIENDS YES AND NO, DEPENDING ON THEIR OWN BELIEFS ABOUT BREASTFEEDING.
10. If you breastfed did you feel there was community support? YES
11. If you bottle fed, did you feel supported in doing so? YES
12. If you used formula, do you think advertising influenced your decision to use it? NO
13. If you breastfed did you feel there were any negatives associated with it and what were these? BREASTFEEDING IN PUBLIC WAS ALWAYS DIFFICULT, PARTICULARLY IN CAFES ETC
14. If you bottle fed did you feel there were any negatives associated with it and what were these? NONE BY SOCIETY
15. Have you used the services of the ABA? Was it a positive or negative experience? N/A
16. If you had your time over, would you have fed your child differently? NO!

1. Did you breastfeed all your children? YES
- > 2. If not, why not?
- > 3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1__E____ Child 2__E____ Child 3_____
> Child 4_____
- > 4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
- > 5. To what age did you breastfeed each child? Child 1__14mths____ Child 2__16months____ Child 3____ Child 4_____
- > 6. Why did you stop breastfeeding each child? Were the reasons same or different? Child 1 - I was pregnant with #2. Number 2 I felt it was time and she wasn't eating many solids/ also I had to go back to work which made it more difficult
- > 7. Did you feel pressurized to breastfeed? If so by whom/what?N
- > 8. Did you feel pressurized to bottle feed? If so by whom/what?N
- > 9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?Yes
- > 10. If you breastfed did you feel there was community support? Yes
- > 11. If you bottle fed, did you feel supported in doing so?
- > 12. If you used formula, do you think advertising influenced your decision to use it?
- > 13. If you breastfed did you feel there were any negatives associated with it and what were these? Loved it!! I guess you can't leave the baby for any length of time
- > 14. If you bottle fed did you feel there were any negatives associated with it and what were these?
- > 15. Have you used the services of the ABA? Was it a positive or negative experience? Y v. positive
- > 16. If you had your time over, would you have fed your child differently? N

Hi Jackie,

I think it is great that you take the time and effort to deal with this!!!! Thank you!

I was aware from my own experience that breastfeeding is pushed, but I was not aware that they are trying to make it hard for infant formula manufacturers. If it wasn't for infant formula, my boy would have had nothing to eat!!!!!!

I had two units of blood transfusions after the delivery and I cannot remember the 2 days after the birth. Yet breastfeeding was still pushed on me. For days after that every midwife in the place would try to squeeze anything out of my breasts because - of course - breast is best!!! Nobody cared about the fact that my body was busy replacing blood - how could I have produced any milk, for God's sake???

Unfortunately I was too out of it to even think straight and even typing this now still makes me teary 7 years later because I feel that they violated my right to a choice. I did not have access to formula and was pushed to persevere with the breastfeeding although nothing but blood came out of my nipples... Tom would scream every time I put him on the breast because he knew that there was just nothing there!!! Eventually when I got a little better physically and could think straight, it was actually a comment from my obstetrician of all people in the hospital that gave me the strength to demand infant formula for my baby!!!! I realise that my case is probably (hopefully!!) extreme and I will also

answer your questions below as far as they apply to me. I just still - all these years afterwards- cannot get over the fact how the "breastfeeding police" would inflict breastfeeding on me when I was barely conscious after the birth??? How far do they want to take things now, I'd like to know???

I feel that if I did not have the extra stress from the breastfeeding, I would have recovered a lot faster from my injuries (physically and mentally!). And I could have looked after my baby a lot better!!!

Sorry for unloading, but I definitely reckon that we need infant formula and we need to be informed about our choices. Prenatal classes need to include a session about the difficulties in breastfeeding and the choices we have if it just does not work out. Infant formula manufacturers should be allowed to advertise their products. I had a reflux baby and the thicker formula made a big difference to keep baby comfortable. How would I have known about the product if it was not advertised?

Anyway, best of luck for Thursday and keep me informed!!!!

1. Did you breastfeed all your children? Kept trying for 3 weeks -
 - > so no
 - > 2. If not, why not? Too ill / no milk
 - > 3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 _____ Child 2 _____ Child 3 _____ Child 4 _____
 - > 4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
 - > 5. To what age did you breastfeed each child? Child 1 _____ Child 2 _____ Child 3 _____ Child 4 _____
 - > 6. Why did you stop breastfeeding each child? Were the reasons same or different?

- > 7. Did you feel pressurized to breastfeed? If so by whom/what? Yes,
 - > definitely - by hospital staff and other people who tell you
 - > breast is best.
- > 8. Did you feel pressurized to bottle feed? If so by whom/what?
- > 9. If you breastfed, did you feel supported in doing so by
 - > partner/relatives/friends? Yes, but it was no good because it
 - > did not work.
- > 10. If you breastfed did you feel there was community support?
- > 11. If you bottle fed, did you feel supported in doing so? Yes by my
 - > partner and immediate family and some good friends.
- > 12. If you used formula, do you think advertising influenced your
 - > decision to use it? No
- > 13. If you breastfed did you feel there were any negatives
 - > associated with it and what were these? No milk, bloody and sore
 - > nipples, unsatisfied screaming baby
- > 14. If you bottle fed did you feel there were any negatives
 - > associated with it and what were these? Just a nagging in the
 - > back of my mind because I have been led to believe that breast
 - > milk is superior. Now I know that it is rubbish as my boy is
 - > very healthy and has no allergies etc.
- > 15. Have you used the services of the ABA? Was it a positive or
 - > negative experience? I got a booklet from them, but it did not
 - > apply to my case.
- > 16. If you had your time over, would you have fed your child
 - > differently? Yes, I would have not stressed out so much about
 - > not being able to breastfeed and gone with the bottle straight
 - > away.

35. Did you breastfeed all your children?

For a short period of time

36. If not, why not?

Did not have enough milk

37. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child

1_F____Child 2_F____ Child 3____ Child 4____

38. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?

39. To what age did you breastfeed each child? Child 1__3 mths____ Child 2__3 mths____ Child 3____ Child 4____

40. Why did you stop breastfeeding each child? Were the reasons same or different?same

41. Did you feel pressurized to breastfeed? If so by whom/what?yes nurses in hospital particularly with baby 1

42. Did you feel pressurized to bottle feed? If so by whom/what?No

43. If you breastfed, did you feel supported in doing so by partner/relatives/friends?Yes

44. If you breastfed did you feel there was community support?Yes

45. If you bottle fed, did you feel supported in doing so?Yes

46. If you used formula, do you think advertising influenced your decision to use it?No

47. If you breastfed did you feel there were any negatives associated with it and what were these?No

48. If you bottle fed did you feel there were any negatives associated with it and what were these?No

49. Have you used the services of the ABA? Was it a positive or negative experience?No

50. If you had your time over, would you have fed your child differently?No

Wow Jackie, a great survey. Thankyou for drawing my attention to what the blokes are doing to our bodies now. Personally, I think that every mum has their reasons for how they feed their baby. For example, my next door neighbour has a 5 month old but she has two severely inverted nipples and so she physically could not breast feed however she has spent the last 5 months expressing and comp feeding (I will send her a copy of your email). I eagerly await your synopsis of the hearing.

51. Did you breastfeed all your children? YES

52. If not, why not?

53. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1_E, F____ Child 2____ Child 3____ Child 4____

54. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? Did not have a full compliment of breast milk in the evenings and baby would wake regularly. By comp feeding my child and I had a quality few hours sleep and recovery at night.

55. To what age did you breastfeed each child? Child 1__11 months____ Child 2____ Child 3____ Child 4____

56. Why did you stop breastfeeding each child? 1) I began part time studies 2) my child got teeth and would bite 3) my child began to display a preference for bottles and a cup to drink from Were the reasons same or different? N/A

57. Did you feel pressurized to breastfeed? Yes If so by whom/what? Maternal and child health nurse (however, my obstetrician recommended that I continue to breastfeed for a minimum of 10 months for medical reasons.

58. Did you feel pressurized to bottle feed? No, however, whilst still in hospital with my new born my milk was slow to start and the nursing staff suggested that I comp feed my 10 pound baby in conjunction with enticing my milk let down via pump If so by whom/what?

59. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **Most but not all times**
60. If you breastfed did you feel there was community support? **Most but not all times**
61. If you bottle fed, did you feel supported in doing so? **Most but not all times. The night time comp top up was suggested to me by an older relative with much motherhood and nursing experience (see 4 above).**
62. If you used formula, do you think advertising influenced your decision to use it? **NO!!!!**
63. If you breastfed did you feel there were any negatives associated with it and what were these? **At night milk quantity and quality not as good as morning for the baby due to mother being tired; in public trying to find an area to breastfeed where perverts could not perve and older people could not whine.**
64. If you bottle fed did you feel there were any negatives associated with it and what were these? **Did not have issues**
65. Have you used the services of the ABA? Was it a positive or negative experience? **N/A**
66. If you had your time over, would you have fed your child differently? **NO**

Did you breastfeed all your children? yes

If not, why not?

If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1_both__Child 2_____ Child 3_____ Child 4_____

If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? Child was hungry and I did not have enough milk To what age did you breastfeed each child? Child 1_10 months_____ Child 2_____ Child 3_____ Child 4_____

Why did you stop breastfeeding each child? Were the reasons same or different?

Did you feel pressurized to breastfeed? If so by whom/what? NO Did you feel pressurized to bottle feed? If so by whom/what? NO If you breastfed, did you feel supported in doing so by partner/relatives/friends? yes

If you breastfed did you feel there was community support? yes

If you bottle fed, did you feel supported in doing so? No

If you used formula, do you think advertising influenced your decision to use it? No

If you breastfed did you feel there were any negatives associated with it and what were these? No If you bottle fed did you feel there were any negatives associated with it and what were these? Yes, the breast feeding nazis told me I was doing the wrong thing. Have you used the services of the ABA? Was it a positive or negative experience? Have not used them

If you had your time over, would you have fed your child differently? No

Hi Jackie,

I am very happy to answer your questions. Before giving birth to Ariella I did some research on the process of breastfeeding. I read the ABA book and visited their premises in Malvern. I couldn't believe the pressure to breastfeed. I was so disgusted with some of the things I read and listened to I was almost tempted to only bottle feed as a reaction to all their propoganda (that was may rebellious side coming out. If someone pushes one thing I tend to go the other way). I believe breastfeeding should be a choice like everything else and if it doesn't work then you can try something else. When I attended a breastfeeding clinic at Cabrini there were two other women who were having so much difficulty with the process that they were in tears because of the pressure they felt they were under to do things naturally. Fortunately the staff at Cabrini had a different attitude and were suggesting they may want to try formula to make life easier for themselves.

Re advertising, there was a very good article in The Age a few months back about how formula is advertised in a third world country (I can't remember which one). The advertising was so strong and influential that it was difficult to convince mothers about the benefits of breast milk even from a financial point of view. The

advertisements convinced mothers that formula would make their babies stronger, smarter and better developed. I have no problems with the banning of formula being advertised because there are a lot of people who are strongly influenced by ads and make all their decisions by this means alone. I do believe formula specials should be allowed to be promoted in advertising catalogues.

I never really understood why the ABA are so single minded about breastfeeding. Surely they must understand that it doesn't work for everybody.

I have answered all applicable questions below. Call me if you want to discuss any of the answers. I hope this helps you and good luck.

1. Did you breastfeed all your children? Yes (all one of them)
2. If not, why not?
3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
Child 1 ___ E ___ Child 2 _____ Child 3 _____ Child 4 _____
4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? The hospital recommended using formula as well which I did for the first week but once I arrived home it just seemed pointless.
5. To what age did you breastfeed each child? Child 1 Still breastfeeding but plan to continue until approximately one year old. _____ Child 2 _____ Child 3 _____ Child 4 _____
6. Why did you stop breastfeeding each child? Were the reasons same or different?
7. Did you feel pressurized to breastfeed? If so by whom/what? Absolutely not. It was something I was going to try and if it didn't work I would switch to formula immediately.
8. Did you feel pressurized to bottle feed? If so by whom/what?
9. If you breastfed, did you feel supported in doing so by partner/relatives/friends? I had full support but it was always going to be my decision which route I would take.
10. If you breastfed did you feel there was community support? If you're talking about the outside world there are still plenty of places I won't breastfeed in public because I just feel very uncomfortable about it. Amongst people I know, no one seemed really concerned whether I breastfed or bottlefed.
11. If you bottle fed, did you feel supported in doing so?
12. If you used formula, do you think advertising influenced your decision to use it? I don't recall seeing advertisements for formula.
13. If you breastfed did you feel there were any negatives associated with it and what were these? Like I mentioned before it is sometimes difficult to breastfeed in public. All cafes need soft comfortable chairs where I can put my feet up. Also, it would be nice to have someone else get up in the middle of the night to feed or even take over during the day so that I could catch up with other things.
14. If you bottle fed did you feel there were any negatives associated with it and what were these?
15. Have you used the services of the ABA? Was it a positive or negative experience? Also like I mentioned before. When I read their book I used to laugh out loud and read the passages to Harold because it was so full of propaganda. It didn't give women the option. When I spoke to them they verbalised exactly what the book said and tried to get me to come to meetings and get together with other new mothers. Fortunately breastfeeding was never a major problem so I never went back.
16. If you had your time over, would you have fed your child differently? I will do what ever it takes to feed my child whether it be breast or formula. A satisfied baby is better than a hungry, screaming baby with a stressed mother.

67. Did you breastfeed all your children? **one for 6weeks, twins for 1 week**
68. If not, why not?
69. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1____ Child 2____ Child 3____ Child 4____
70. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? **baby was starving on breast alone**
71. To what age did you breastfeed each child? Child 1_6wks__ Child 2__1wk____
Child 3____1wk__ Child 4____
72. Why did you stop breastfeeding each child? Were the reasons same or different? **ran out of milk, also for health issues breast feeding too draining on my body lead to unable to care for babies**
73. Did you feel pressurized to breastfeed? If so by whom/what? **1st time definately. by the hospital, other mums**
74. Did you feel pressurized to bottle feed? If so by whom/what?
75. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **yes**
76. If you breastfed did you feel there was community support? **when I had difficulty in breastfeeding, support could have been better and more accessible**
77. If you bottle fed, did you feel supported in doing so? **by that stage my baby was no longer starving = happy so who cared what others thought!**
78. If you used formula, do you think advertising influenced your decision to use it? **not in slightest**
79. If you breastfed did you feel there were any negatives associated with it and what were these?
80. If you bottle fed did you feel there were any negatives associated with it and what were these?
81. Have you used the services of the ABA? Was it a positive or negative experience? **one phone call, very negative**

82. If you had your time over, would you have fed your child differently? **No**
83. Did you breastfeed all your children? **Yes**
84. If not, why not?
85. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 **Yes** Child 2 **Yes** Child 3 **Yes** Child 4 _____
86. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
87. To what age did you breastfeed each child? Child 1 **10m** Child 2 **8m** Child 3 **1y+** Child 4 _____
88. Why did you stop breastfeeding each child? Were the reasons same or different? **Had enough for child one and two, not yet had enough for last baby**
89. Did you feel pressurized to breastfeed? If so by whom/what? **No not pressurized as I really wanted to**
90. Did you feel pressurized to bottle feed? If so by whom/what? **A bit with my first baby as he was quite small and had a heart condition and it was suggested by nurses in the hospital that this might beef him up.**
91. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **Yes**
92. If you breastfed did you feel there was community support? **Yes**
93. If you bottle fed, did you feel supported in doing so?
94. If you used formula, do you think advertising influenced your decision to use it?
95. If you breastfed did you feel there were any negatives associated with it and what were these? **No negatives other than negatives from observers for breastfeeding in public.**
96. If you bottle fed did you feel there were any negatives associated with it and what were these?
97. Have you used the services of the ABA? Was it a positive or negative experience? **Not used.**
98. If you had your time over, would you have fed your child differently? **No, happy with it.**
- 99.

- 100.
101. Did you breastfeed all your children? **yes**
102. If not, why not?
103. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
Child 1 E Child 2 F Child 3 Child 4
104. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? **couldn't produce enough milk and he was a very big baby**
105. To what age did you breastfeed each child? Child 1 7 mths Child 2 7 mths Child 3 Child 4
106. Why did you stop breastfeeding each child? Were the reasons same or different? **same – had to keep working and they could no longer be in the office with me by that age**
107. Did you feel pressurized to breastfeed? If so by whom/what? **no- believe v strongly that if you can breast feed u should – but not if it stresses u out or causes u so much pain that it is detrimental to u or your baby**
108. Did you feel pressurized to bottle feed? If so by whom/what? **no**
109. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **yes**
110. If you breastfed did you feel there was community support? **didn't care – my baby was hungry and I did it discretely and if they couldn't cope, well, they could leave**
111. If you bottle fed, did you feel supported in doing so?
112. If you used formula, do you think advertising influenced your decision to use it? **no – chose wot I had researched**
113. If you breastfed did you feel there were any negatives associated with it and what were these? **the initial pain that lasted for too long, the trouble my babies had attaching , the pills I had to take for my milk to come thru but it was all worth it**
114. If you bottle fed did you feel there were any negatives associated with it and what were these?
115. Have you used the services of the ABA? Was it a positive or negative experience? **only to hire a pump which I hated so unfortunately negative**
116. If you had your time over, would you have fed your child differently? **no**

1. Did you breastfeed all your children? No
2. If not, why not? Whilst I was in hospital I tried but was unsuccessful for a few reasons. One was that the baby wouldn't attach and I didn't have much milk coming through. In the hospital, each time I had a different nurse trying to help me, but never spent much quality time with me.
3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
Child 1 F _____ Child 2 _____ Child 3 _____ Child 4 _____
4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? N/A
5. To what age did you breastfeed each child? N/A Child 1 _____ Child 2 _____ Child 3 _____ Child 4 _____
6. Why did you stop breastfeeding each child? Were the reasons same or different? N/A
7. Did you feel pressurized to breastfeed? If so by whom/what? No.
8. Did you feel pressurized to bottle feed? If so by whom/what? Yes, by my sister. She felt that the hospital nurses pressurised her to breastfeed and she couldn't and became very upset over the issue. She then didn't want me to go through the same emotions.
9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?
10. If you breastfed did you feel there was community support?
11. If you bottle fed, did you feel supported in doing so? In my mother's group of 15 mothers, I was the only one who bottle fed and had no support from the other mothers, however the maternal health nurse was supportive.
12. If you used formula, do you think advertising influenced your decision to use it? No.
13. If you breastfed did you feel there were any negatives associated with it and what were these?
14. If you bottle fed did you feel there were any negatives associated with it and what were these? Yes, I was concerned that I wouldn't be giving my child all the nutrients, antibodies etc that would have come from breast milk.
15. Have you used the services of the ABA? Was it a positive or negative experience? N/A
16. If you had your time over, would you have fed your child differently? Yes, I would have liked to have spent more time in the hospital trying to learn to breast feed.

1. Did you breastfeed all your children? No
2. If not, why not? Not enough milk.
3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1__ F and E____ Child 2____ Child 3____ Child 4____
4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? I wanted my child to have the maximum milk from me at least for the first 3-4 months.
5. To what age did you breastfeed each child? Child 1__ 4months ____ Child 2____ Child 3____ Child 4____
6. Why did you stop breastfeeding each child? Were the reasons same or different? Too hard to keep the 1.5 hr feeds going.
7. Did you feel pressurized to breastfeed? If so by whom/what? Yes, by society, but also as I believe that breast is best in the first few mths.
8. Did you feel pressurized to bottle feed? If so by whom/what? No
9. If you breastfed, did you feel supported in doing so by partner/relatives/friends? Yes
10. If you breastfed did you feel there was community support? Yes
11. If you bottle fed, did you feel supported in doing so? Yes as my circumstances became difficult to do otherwise.
12. If you used formula, do you think advertising influenced your decision to use it? Not at all.
13. If you breastfed did you feel there were any negatives associated with it and what were these? No negatives associated with breast feeding.
14. If you bottle fed did you feel there were any negatives associated with it and what were these? If I bottle fed before 3-4 mths I would have felt that the community in general would have sneered at dropping the breast so early.
15. Have you used the services of the ABA? Was it a positive or negative experience? No
16. If you had your time over, would you have fed your child differently? No, I was glad to try breast feeding for as long as possible.

17. Did you breastfeed all your children? Yes
If not, why not?

1. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
Child 1_E____ Child 2__E__ Child 3____ Child 4____
2. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
3. To what age did you breastfeed each child? Child 1_18 mths____ Child 2__19 mths____ Child 3____ Child 4____
4. Why did you stop breastfeeding each child? Were the reasons same or different? It was time.
5. Did you feel pressurized to breastfeed? If so by whom/what? No
6. Did you feel pressurized to bottle feed? If so by whom/what? No
7. If you breastfed, did you feel supported in doing so by partner/relatives/friends? Yes
8. If you breastfed did you feel there was community support? We were encouraged to breastfeed for health
9. If you bottle fed, did you feel supported in doing so? Yes
- 10.

11. Did you breastfeed all your children? *Yes both were BF until approx 7 months*

12. If not, why not?

13. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1_E & F____
Child 2__E____

14. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
Weight gain of child was not at level that was recommended

15. To what age did you breastfeed each child? *see Q1*

16. Why did you stop breastfeeding each child? Were the reasons same or different? *basically stopped*

as a) was drained and tired, they were needing more that I seemed to be able to provide, b) their

weight gain had slowed down and child 2's case was going backwards

17. Did you feel pressurized to breastfeed? If so by whom/what? *No*

18. Did you feel pressurized to bottle feed? If so by whom/what? *No*

19. If you breastfed, did you feel supported in doing so by partner/relatives/friends? *Yes*

20. If you breastfed did you feel there was community support? *To some degree, some people still*

looked shocked if bf sitting in a cafe for example.

21. If you bottle fed, did you feel supported in doing so? *As my children were over 6 months old I don't*

think anyone really seemed to be concerned at all

22. If you used formula, do you think advertising influenced your decision to use it? *No advertising*

had no impact on my decision to do this at all.

23. If you breastfed did you feel there were any negatives associated with it and what were these?
I didn't experience any negatives, was difficult at times to drink enough water, but was actually

a lot easy when travelling, out and about etc

24. If you bottle fed did you feel there were any negatives associated with it and what were these?
Was a pain to ensure that either prepared formula stored correctly or that had correct amounts of powder in containers to then make up as required.
25. Have you used the services of the ABA? Was it a positive or negative experience?
Hired a breast pump from them and that was quite positive, am lucky to be close to their shop which I like as has some great things in there even if you are not Breastfeeding.
26. If you had your time over, would you have fed your child differently? *No I would not have changed anything.*
27. If you used formula, do you think advertising influenced your decision to use it? No
28. If you breastfed did you feel there were any negatives associated with it and what were these? Tied to baby Only one who could do it
29. If you bottle fed did you feel there were any negatives associated with it and what were these? Felt that breast better for baby give it anti-bodies. The breast milk was custom made
30. Have you used the services of the ABA? No Was it a positive or negative experience?
31. If you had your time over, would you have fed your child differently? No

117. Did you breastfeed all your children? **yes**
118. If not, why not?
119. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
Child 1__ **Both** Child 2__ **Both** _____ Child 3_____ Child 4_____
120. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that? **My breast milk was late coming with my first child and I had significant feeding issues so used formula to supplement until breastfeeding was well established. I then breast fed and used formula from about 6 months for both children after returning to work because I found expressing difficult.**
121. To what age did you breastfeed each child? Child 1_ **16 months** _____ Child 2__ **14 months** _____ Child 3_____ Child 4_____
122. Why did you stop breastfeeding each child? Were the reasons same or different? **They both weaned themselves.**
123. Did you feel pressurized to breastfeed? If so by whom/what? **No - the only pressure came from myself because I was determined to do it.**
124. Did you feel pressurized to bottle feed? If so by whom/what? **Somewhat. When in hospital with my first baby the midwives recommended that she be comp fed and I was devastated because I really wanted to breastfeed but my daughter was losing a lot of weight and was very unsettled so it had to be done.**
125. If you breastfed, did you feel supported in doing so by partner/relatives/friends? **Completely supported. On reflection though, there probably wasn't a lot of real support from my extended family during pregnancy beyond encouraging me to do it. I have 2 older sisters who breastfed and I expected it would be easy for me. It wasn't until I had problems that I found out they'd had issues too.**
126. If you breastfed did you feel there was community support? **The support was there but I had to find it and reach out to it rather than being given information about the support available. I went to a lactation consultant who was great and then went to the Breastfeeding Association when I really was struggling with attachment with my first baby and the person there was fantastic. She spent about 2 hours with me after the shop had closed and comforted me and then helped me get it right. We never looked back after that day.**
127. If you bottle fed, did you feel supported in doing so?
128. If you used formula, do you think advertising influenced your decision to use it? **Not at all. I can't recall any infant formula advertising to be honest. The only ad I can recall is for toddler formula. My choice of which formula to use was influenced by the hospital. I used the brand they used because I figured they would know.**
129. If you breastfed did you feel there were any negatives associated with it and what were these? **It was very painful for me for the first 4 weeks but I was really determined to do so I worked through it with support from my family and outside help. After that I loved every moment of it and found it incredibly convenient and can only think of positives.**
130. If you bottle fed did you feel there were any negatives associated with it and what were these? **Bottle feeding was a complete drama by comparison. sterilising, heating formula and having to prepare everything in advance. It was also really expensive!!!**
131. Have you used the services of the ABA? Was it a positive or negative experience? **As said above my experience was fantastic. They didn't try to influence my thinking, just gave good emotional and practical support.**
132. If you had your time over, would you have fed your child differently? **No.**

133. Did you breastfeed all your children? *Yes both were BF until approx 7 months*
134. If not, why not?
135. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well?
 Child 1 *E & F*
 Child 2 *E*
136. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?
Weight gain of child was not at level that was recommended
137. To what age did you breastfeed each child? *see Q1*
138. Why did you stop breastfeeding each child? Were the reasons same or different? *basically stopped as a) was drained and tired, they were needing more that I seemed to be able to provide, b) their weight gain had slowed down and child 2's case was going backwards*
139. Did you feel pressurized to breastfeed? If so by whom/what? *No*
140. Did you feel pressurized to bottle feed? If so by whom/what? *No*
141. If you breastfed, did you feel supported in doing so by partner/relatives/friends? *Yes*
142. If you breastfed did you feel there was community support? *To some degree, some people still looked shocked if bf sitting in a cafe for example.*
143. If you bottle fed, did you feel supported in doing so? *As my children were over 6 months old I don't think anyone really seemed to be concerned at all*
144. If you used formula, do you think advertising influenced your decision to use it? *No advertising had no impact on my decision to do this at all.*
145. If you breastfed did you feel there were any negatives associated with it and what were these?
I didn't experience any negatives, was difficult at times to drink enough water, but was actually a lot easy when travelling, out and about etc
146. If you bottle fed did you feel there were any negatives associated with it and what were these?
Was a pain to ensure that either prepared formula stored correctly or that had correct amounts of powder in containers to then make up as required.
147. Have you used the services of the ABA? Was it a positive or negative experience?
Hired a breast pump from them and that was quite positive, am lucky to be close to their shop which I like as has some great things in there even if you are not Breastfeeding.
148. If you had your time over, would you have fed your child differently? *No I would not have changed anything.*

1. Did you breastfeed all your children?

No

2. If not, why not?

Child 1 * No. Tried, but he would not take.

Child 2 * Yes

3. If you did breastfed, was it exclusive or did you use infant formula?

Child 2 * Exclusively breastfed for the first month then switched to formula.

4. If you comp fed, what influenced your decision to do that?

5. To what age did you breastfeed each child?

Child 1 * Tried for two weeks

Child 2 * One month

6. Why did you stop breastfeeding each child?

Child 1 * Baby would not take to the breast, despite help from midwives, nurses, lactation consultants, etc. and was losing weight. Child 2 * After about four weeks I developed nipple thrush and an allergic reaction to the medication used to combat the thrush.

7. Did you feel pressured to breastfeed? If so by whom/what?

YES!!! By 'society', midwives, nurses, lactation consultants, and even complete strangers who felt they had a right to comment on my feeding methods. I felt like a failure for not being able to breastfeed my eldest child.

8. Did you feel pressured to bottle feed? If so by whom/what?

No.

9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?

For the short time I did breastfeed my second child I did feel supported.

10. If you breastfed did you feel there was community support?

Yes.

11. If you bottle fed, did you feel supported in doing so?

Yes, by my child's paediatrician, my partner and my parents.

12. If you used formula, do you think advertising influenced you decision to use it?

No. My first child's paediatrician recommended it, including which one to use.

13. If you breastfed did you feel there were any negatives associated with it and what were these?

Leaking, sore nipples, engorged breasts, feeling like a cow, child needing to feed more often and thus both he and I would get less sleep, lack of connection between father and child.

14. If you bottle fed did you feel there were any negatives associated with it and what were these?

Other people's judgements.

15. Have you used the services of the ABA? Was it a positive or negative experience?

No. I had not heard very positive things about them. Something that is only reinforced with the current action they are trying to take.

16. If you had your time over, would you have fed your child differently?

Certainly not. I did what was best for myself and my children in the context of our particular situation.

1. Did you breastfeed all your children?

Yes

2. If not, why not?

3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1 _____ Child 2 _____ Child 3 _____ Child 4 _____

For the first 3 weeks with number 1 and 1 week with number 2

4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?

First child had an immature suck and did not have the energy or know how to feed properly. 2nd child was very small and didn't have the energy for a full breast feed

5. To what age did you breastfeed each child? Child 1_9mth Child 2_9mth_ Child 3 _____ Child 4 _____

6. Why did you stop breastfeeding each child? Were the reasons same or different?

I felt it was time. They were doing really well and solids were taking over.

7. Did you feel pressurized to breastfeed? If so by whom/what? Midwives in hospital with first child were passionate about BF and did not assess properly what was going on with 1st child. There was no consideration for giving a bottle where it would have been appropriate.

8. Did you feel pressurized to bottle feed? If so by whom/what?

No

9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?

Yes

10. If you breastfed did you feel there was community support?

I wasn't in any situations where I felt I needed community support

11. If you bottle fed, did you feel supported in doing so?

Yes

12. If you used formula, do you think advertising influenced your decision to use it?

No

13. If you breastfed did you feel there were any negatives associated with it and what were these?

No not significant. The only thing that stays in my mind is that my chn were slow feeders so I spent hours feeding.....

14. If you bottle fed did you feel there were any negatives associated with it and what were these?

15. Have you used the services of the ABA? Was it a positive or negative experience?

No

16. If you had your time over, would you have fed your child differently?
I would have comp fed my first earlier

1. Did you breastfeed all your children?

Yes, both of them

2. If not, why not?

3. If you did breastfeed, was it exclusive (E) or did you use infant formula (F) as well? Child 1___F___ Child 2___F___ Child 3_____ Child 4_____

4. If you comp fed i.e. used formula as well as breastfed, what influenced your decision to do that?

There was no way that I could just breastfeed, it was far too demanding and tiring. I also wanted their dad to be involved in feeding them too

5. To what age did you breastfeed each child? Child 1___4 months___ Child 2___2 months___ Child 3_____ Child 4_____

6. Why did you stop breastfeeding each child? Were the reasons same or different?

I found b/f very difficult and couldn't wait to give it up

7. Did you feel pressurized to breastfeed? If so by whom/what? Yes, most mothers I met insisted on b/f and looked down on mothers who didn't. Also midwives and health visitors insisted on telling me that breast is best if you don't b/f then you are not a good mother.

8. Did you feel pressurized to bottle feed? If so by whom/what?
no - my decision

9. If you breastfed, did you feel supported in doing so by partner/relatives/friends?
most of my friends were b/f'ing.

10. If you breastfed did you feel there was community support? yes

11. If you bottle fed, did you feel supported in doing so? not really

12. If you used formula, do you think advertising influenced your decision to use it? no, it had nothing to do with it

13. If you breastfed did you feel there were any negatives associated with it and what were these? no

14. If you bottle fed did you feel there were any negatives associated with it and what were these? yes, stigma attached so bottle feeding - not good enough

15. Have you used the services of the ABA? Was it a positive or negative experience? no, my kids were born o/s

16. If you had your time over, would you have fed your child differently? probably not

Hi Jackie,

I have been reflecting on this today and I think the focus on banning advertising is not focusing on root cause of low breastfeeding rates in Australia.

I don't know of any women who said during pregnancy "I have decided that I want to bottle feed". Everyone I know said they wanted to breastfeed and were hoping they would be able to. The women I know who tried breastfeeding and stopped said it was due to a number of reasons - none of which related to picking up a magazine with an ad and thinking "wow this looks like it is much better for my baby. I am going to stop breastfeeding and use formula." The 2 major reasons they stopped were:-

- 1) they had difficulty establishing feeding and felt they had no option but to use formula
- 2) they returned to work (mostly in professional roles) where there was little time or resource available to enable expressing so the breastfeeding relationship could continue.

Banning advertising is not going to address these fundamental issues. If the govt and ABA are really serious about growing the breastfeeding rate they need to tackle these issues head on. The best opportunity I see is for information and support for pregnant women that covers what to expect, where to get help, practical advice on what to do etc etc. It should then extend to information and support for new mothers. Breastfeeding clinics should be in all maternity hospitals. Visits to lactation consultants should be covered by Medicare. Directories of community breastfeeding resources should be given at all hospitals and Maternal Health Nurses should be trained in supporting women through establishing breastfeeding. This support and information will empower women so they can make the right choice for them and their baby.

Enough diatribe from me.

Have a great day and see you Friday

Al