

Ban the Bags

Report Form

Notes/Key Points:

- Ban the Bags ->website -> Resources (website needs help organizing the resources)
- If present “good for baby and mom”-not good enough
 - Say “unethical” -> go to Corporate Compliance Policy re: samples and free gifts
 - Compare formula to other “free gifts” at hospital that may have been forbidden at the hospital
- Go to Risk Management Company ->recall, keeping track of bags and what formula is in it
- WIC issues ->the discharge bag often has name brand formula and families want to keep their baby on that formula-cost is \$700 or more than generic brand
- CNO at meeker hospital says “the parents expect a gift”-so we can’t stop giving these
- WIC folks-> said we hear so much, one mom said “I don’t want this” nurse said “This is hospital policy that we give this to you” The mom declined it and felt upset that it was given to her.
- Nursing Staff often does not have training about breastfeeding. They are more comfortable with formula-need more education about breastfeeding support.
- Read some quotes from WIC Peer Counselors ->the baby was crying, I had all of these samples at home so I decided to try it. The hospital gave me this one, etc.
- Hospitals and providers underestimate their own influence -> if samples are given at hospital, then family sees this as a recommendation of what to feed babies and what brand of formula to give
- “Buffet Theory” -> families who say the baby was crying so I gave formula and they took it down-educate that this is one feeding
- Grandmas say -> I fed you formula, I didn’t have enough milk
- Some hospitals are saying good things to support breastfeeding, give breast first then formula and small amounts
- Perhaps public health groups-MDH or Uof M Public Health Department, can take the lead saying “Banning the Bags is a public health issue, it undermines breastfeeding and decreases breastfeeding rates-just like breastfeeding is a public health issue and not just a lifestyle choice.