

We use the term breastfeeding throughout this infographic, but the information applies to chestfeeding, Trans, and Non-Binary individuals as well

 **MAMA Lab** Learning Hub

Infant feeding, your way

Swipe to learn more

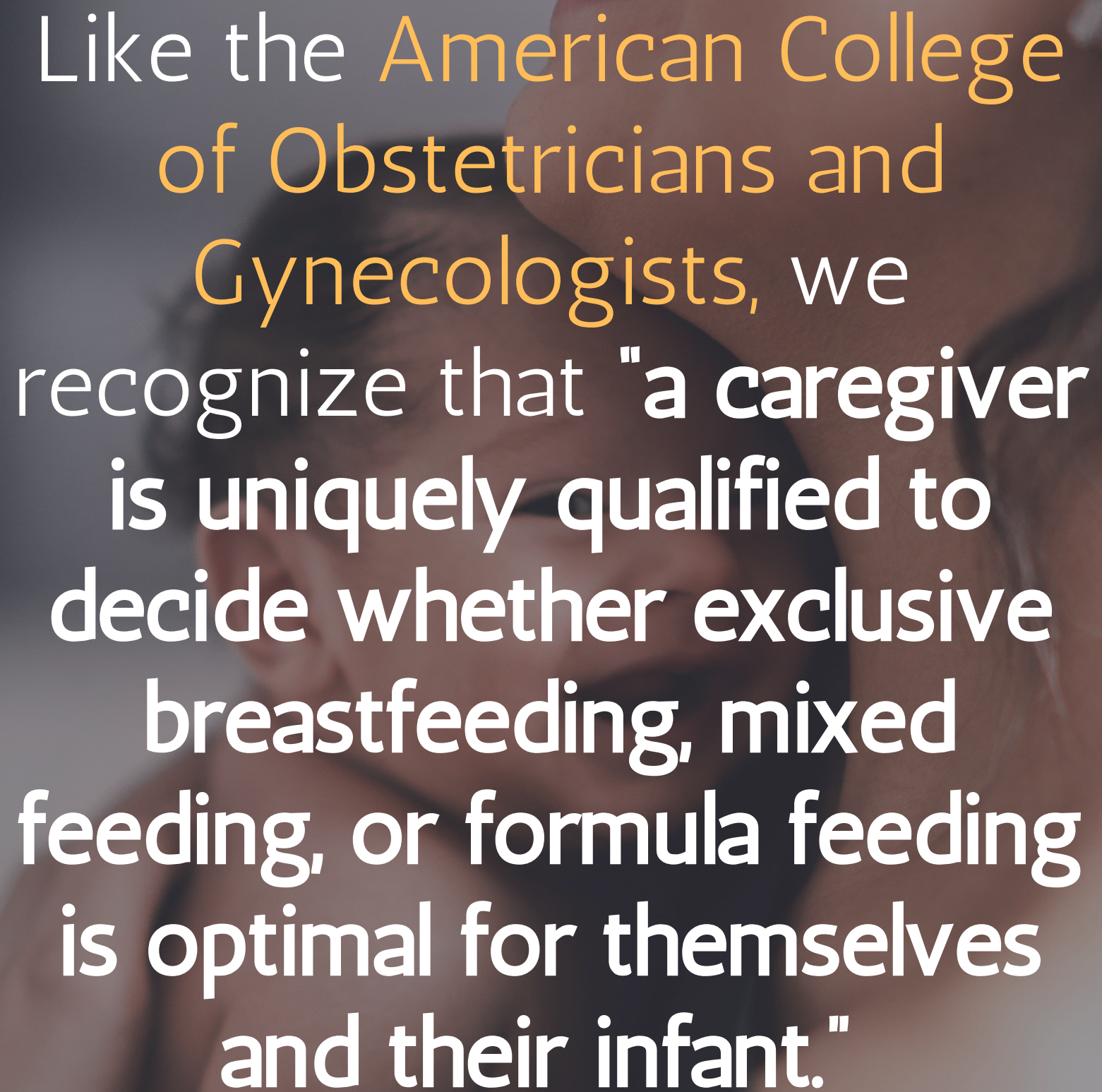


A woman with dark hair, wearing a dark blue patterned long-sleeved shirt, is lying on a bed with white linens. She is holding a baby who is wearing a white long-sleeved onesie with a cartoon duck and the words "LAMB" and "Duck" printed on it. The woman is looking down at the baby with a gentle expression. The background is a soft-focus white bedsheet.

Infant feeding can be challenging, especially in the early days when feeding is new to everyone.

Some caregivers experience guilt and shame when trying to decide what's best for themselves and their baby.

There are so many factors that go into feeding decisions!

A close-up photograph of a woman smiling warmly while holding a baby. The woman's face is partially visible on the right side of the frame, showing her teeth and a joyful expression. The baby's head is visible in the center, looking towards the camera. The background is softly blurred, focusing attention on the subjects. A semi-transparent dark grey box is overlaid on the image, containing text in white and orange.

Like the **American College of Obstetricians and Gynecologists**, we recognize that **"a caregiver is uniquely qualified to decide whether exclusive breastfeeding, mixed feeding, or formula feeding is optimal for themselves and their infant."**

A pregnant woman with long brown hair and blue eyes is shown from the chest up. She has several tattoos, including a large floral design on her left shoulder and a rose on her right arm. She is holding a newborn baby in her arms. The background is dark, and the text is overlaid on a semi-transparent grey box.

So, how do do caregivers make a choice and feel comfortable?

Start thinking during pregnancy!

Studies have shown that feeling unprepared can lead to feelings of guilt. Giving yourself time to learn about types of infant feeding can make you ready for any situation!

BE SURE you're seeking out evidence-based information from professionals. These may include registered dietitians, lactation consultants, public health nurses, obstetricians and gynecologists.

A close-up photograph of a baby's face as they are being fed with a clear plastic bottle. The baby has dark hair and is looking towards the camera. The bottle is held by a hand with dark nail polish. The bottle has some text on it, including 'HC071116PL1'. The background is softly blurred, showing what appears to be a person's arm and a white cloth with orange markings.

If you're formula feeding, remember!

There are **STRICT** mandatory nutrient requirements for infant formula in Canada. This means that **ALL infant formula sold in Canada contains adequate nutrients for a baby**, one brand is not nutritionally “better” than another.



Try not to fret!

What you see on other's social media isn't always as it seems! Everyone has their own unique challenges and successes. Trust your instincts, and if you want help, lean on your support network of healthcare providers, family and friends.

A close-up photograph of a baby's face, looking towards the camera. The baby is wearing a black and white striped shirt. A person's hands are visible, holding the baby. The background is dark. Overlaid on the image is a semi-transparent dark grey box containing text.

Check out these resources!

Government of Canada- Infant Nutrition

<https://www.canada.ca/en/health-canada/services/infant-care/infant-nutrition.html>

Health Link BC- Infants and Children

<https://www.healthlinkbc.ca/healthy-eating/your-age-and-stage/children>

Caring for Kids (by the Canadian Paediatric Society)- Feeding your baby in the first year

https://www.caringforkids.cps.ca/handouts/pregnancy-and-babies/feeding_your_baby_in_the_first_year

References

Jackson L, Pascalis LD, Harrold J, Fallon V. Guilt, shame, and postpartum infant feeding outcomes: A systematic review. *Maternal & Child Nutrition*. 2021;17(3):e13141.

Optimizing Support for Breastfeeding as Part of Obstetric Practice. [cited 2021 Jul 5]. Available from: <https://www.acog.org/en/clinical/clinical-guidance/committee-opinion/articles/2018/10/optimizing-support-for-breastfeeding-as-part-of-obstetric-practice>

Government of Canada CFIA. Infant formula - Labelling requirements for infant foods, infant formula and human milk. 2014 [cited 2021 Jul 5]. Available from: <https://inspection.canada.ca/food-label-requirements/labelling/industry/infant-foods-infant-formula-and-human-milk/eng/1393069958870/1393070130128?chap=3>