

Promotion and Marketing of exclusive breast feeding

The minister of Health decided that free formula milk will no longer be provided to HIV + women because its best for HIV+ women to give their babies exclusive breastmilk. And therefore no free formula milk will be provided at our clinics & hospitals after the 1st of December 2011.

Is it safe to breastfeed my baby if I'm HIV positive?

Yes! You can safely breastfeed your baby if you are HIV+ without transmitting HIV to your baby.

BUT...

- You have to give breast milk EXCLUSIVELY from 0 – 6 months (no other food or drinks) (no water, tea, sugar water, porridge) ONLY BREASTMILK
- The baby has to get ARVs (Nevirapine) for as long as he drinks your breast milk (beyond 1 year).

And after 6 months?

- After 6 months, your breast milk is not enough anymore, and the baby will become hungry.
- Milk alone does not supply all the nutrients the baby needs to grow.
- Complementary food is introduced, and the baby learns new tastes & textures of the food.
- The baby should continue to receive Nevirapine Prophylaxis
- From 6 – 8 months, give breast milk first, and then offer new food. Start with rice cereal, mashed veggies, mash potatoes & pureed fruit.
- When the baby is 9 months old, give solid food first, and then breast milk.
- Introduce new food every 3 – 5 days.
- Gradually make portions bigger as the baby grows.

Why did the Minister make this decision?

Because:

- It is the BEST possible food for your baby (no other milk is as good as breast milk).
- Breast milk has lots of benefits for your baby!

It contains all the nutrients in the correct amount, necessary for your baby to be healthy.

- It contains food and water (no need to give extra water to your baby).
- Up till 6 months of age, your baby only needs breast milk, no other food is needed.

Other advantages include:

- It gives the baby a strong immunity, and protects him from getting sick.
- It protects the baby from getting diarrhoea (loose stools) and becoming dehydrated.

- It is digested easy.
- Breast milk is for free!
- It is immediately available
- Temperature is ideal for baby to drink

Is it dangerous to give formula milk to my baby?

- **Yes! It can be is very dangerous!**
- Formula milk does not protect and build the baby's immune system like breast milk. Your baby can get sick very easily.
- The baby has an increased risk of hospitalization due to infections.
- Sometimes bottles are not cleaned and sterilized properly. Your baby can get ill due to dirty bottles.
- Increased risk for gastrointestinal infections. This is very dangerous. If not treated, the baby can become dehydrated and die.
- Sometimes mothers mix the formula incorrectly, because they don't know how OR they want to make the formula last longer (dilute formula). This means that the baby receives inadequate nutrition. The baby can become very malnourished

Can I continue to breastfeed even if I start to work again?

Yes Mom can express breastmilk and then nanny can give expressed breastmilk, by cup, to the baby.

Breastmilk can be stored as follows:

- 8 – 10 hours in a cool dark place.
- 3 days in the refrigerator
- 2 weeks in the ice-making compartment of a one door refrigerator.
- 3 months in a freezer (Fridge- freezer combination).
- 6-12 months in a deep freezer (chest freezer).

How to defrost breastmilk?

- Defrost breast milk by allowing it to stand out of the freezer to defrost on its own
- Warm the milk by moving the container around in a bowl of WARM water not boiling water.
- Breastmilk should NOT be heated in a microwave oven.

How to feed the expressed breast milk?

- The expressed breast milk should be fed to a baby by using a cup.
- Cup-feeding is better than feeding a baby with a bottle.
- Babies of any age can drink from a cup.
- A cup can be cleaned much easier than a bottle.
- It can be very dangerous to feed a baby with a bottle and a baby might get sick.

Tollfree number: 0800 53 55 54



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