



LIFIB

Your Local Infant Feeding Information Board

Newsletter Edition 8

January 2016

Launching the LIFIB Website!

Over the past few years, while LIFIB has been building its library of briefing papers and information-packed newsletters, we've been inundated with people getting in touch to ask for things to be sent to them. As we have no dedicated time for this project going forward, it was decided that we needed a website to store the documents on, which could be easily accessed by staff needing information in a hurry, but not accessible by the general public, for whom this information is not intended.

So now we are delighted to announce that our website is now live, and you can sign up at www.LIFIB.org.uk giving just a few details to gain access to the documents and to any future briefings or updates.

We will also be changing over to a web-based newsletter soon and the people signed up to the website will be the ones who receive it—so far there are well over a hundred members signed up, and this number is growing very fast!

Sign up at www.LIFIB.org.uk and join us!

**“Knowledge is
power.**

**Information is
liberating.**

**Education is
the premises
of progress,
in every society,
in every family.”**

Kofi Annan

In This Issue

- Infant milk machines
- LIFIB briefing papers
- Formula C° updates
- New products
- Advertising
- HCP education events
- New resources
- Future Events

Local Infant Feeding Information Board



LIFIB



Hello and welcome to the LIFIB website.

Infant feeding in emergencies

To the right of this box is the Dept of Health's information for the UK on how to feed infants who are reliant on artificial infant feed, during times of crisis of drinking water or power.

Another option to consider is the mother's possibility of re-lactating, if the infant was breastfed at all and a short enough gap has occurred since mother last breastfed.

The most prolific speaker on this subject is Dr Karleen Gribble, who is visiting the UK this year and will be speaking for LIFIB in Fulwood on 21st March, on 'Relactation, Adoptive Lactation and Maintaining Lactation in Separation': she is also speaking at a full day event in Leicester on Infant Feeding in Emergencies, March 14th: see our Twitter account @The_LIFIB

Feeding babies

If your drinking water supply is either interrupted or contaminated by the flooding and you need to prepare formula feed for a baby, it is important to be careful with the water you use. Here are some tips on preparing formula safely:

- Ideally use water from a bowser (a water tank provided by water companies), or bottled water, brought to a 'rolling' boil and left covered to cool for no more than half an hour, then follow the manufacturer's instructions on making up the feed. The use of unboiled bowser water should be avoided.
- Use cooled boiled water or cooled boiled bottled water for cooling the feed once it has been made up.
- Ready-to-feed liquid formula could be used instead.
- If there is no electricity or gas to allow boiling and you don't have ready-to-feed liquid formula available, bottled water (table, spring or mineral water) can be used without boiling to prepare baby feeds, but the prepared feed should then be used immediately.
- Some bottled water labelled as 'natural mineral water' may have high levels of sodium or sulphate. When buying bottles of natural mineral water, look at the label and check that the figure for sodium (or 'Na') is not higher than 200mg a litre and sulphate (or 'SO' or 'SO4') is not higher than 250mg a litre. If it is, then try to use another water. If no other water is available, then use this water for as short a time as possible.
- Wash your hands before preparing formula and before feeding an infant. You can use alcohol-based hand sanitizer for washing your hands if the water supply is limited.
- Clean feeding bottles with bottled, boiled, or treated water before each use.

As much of our team is based in the north of England, we felt the recent storms and flooding were worthy of a mention in our newsletter, particularly as we received numerous reports of supermarkets providing free powdered formula in areas with no power and potentially polluted water access, and of families travelling for miles to bang on the door of maternity units to gain access to liquid infant feed. Of course in these circumstances it would certainly have been easier to manage if the infants had been breastfed rather than reliant on artificial feed, but we are so reliant on our clean water and electrical appliances that power cuts and water supply issues are a shock!

Of course other areas of the world have a far higher susceptibility to local emergencies such as flooding, power cuts, fires, or national or regional states of emergency such as civil unrest or even war.

There are some useful resources to learn from, via the following links:

Position paper on Infant and Young Child Feeding In Emergencies 2014

IBFAN information on Infant Feeding in Emergencies

E-Learning on Infant Feeding In Emergencies from 2009

Tommee Tippee Perfect Prep machine (& things to think about with any machine)

2. USAGE

Before each use you must ensure that your water tank is above the minimum fill mark. Water to fill the unit must come from the cold tap.

FIRST STEPS NUTRITION TRUST

Formula preparation machines: Tommy Tippee Close to Nature Perfect Prep™
February 2016

Formula Preparation Machines

Formula preparation machines are marketed as being a sterile and convenient method of preparing formula feeds at the correct temperature for consumption within minutes*. In the UK, the most popular formula preparation machine currently available at high street retailers is the Tommee Tippee Close to Nature Perfect Prep™ machine that retails at about £70. More expensive versions of these machines are available, such as the Baby Brezza Formula Pro (which retails at £167) which uses a similar method of making up the milk described below.

The Tommee Tippee Close to Nature Perfect Prep™ machine claims to "prepare a fresh bottle at just the right serving temperature within 2 minutes". The machine uses a two-step process to prepare the feed. In the first step the machine dispenses a "hot shot" of water directly into the bottle. The user then has two minutes to add the PIF, place the holding cap on the bottle, shake to mix and return the bottle to the machine. In step 2, cold water is added by the machine to make up the selected feed volume to a comfortable temperature to feed immediately.

Whilst research into the safety and efficacy of the Perfect Prep™ Machine has been carried out by the manufacturer, this is not currently in the public domain and the manufacturer has declined to release it for business competition reasons. Maybom Group Ltd, who produce Tommy Tippee brand products have said:

Our Perfect Prep product has been tested by an independent laboratory that validated that the 'hot shot' of water addressed the (E. Sakazaki) species of concern. The laboratory used was Intertek Testing Services (UK) Limited. The filter we use is not a standard water filter, such as the ones you might find in a Brita

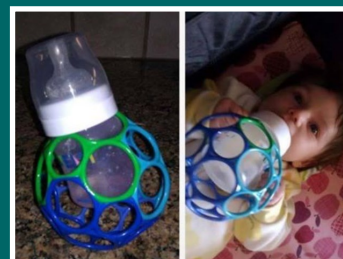
First Steps Nutrition Trust: February 2016. Page 1

There have been many questions from health professionals about the proliferation of these machines onto the market, and what should be the official line when speaking to parents about them. LIFIB suggest that Start4Life guidance found [HERE](#) or the WHO guidance found [HERE](#) is re-iterated to any parent or carer of a baby receiving infant milk, and that parents' attention is also drawn to the instructions provided with the unit on safe use. We are hearing for example that the Tommee Tippee Perfect Prep - the best-seller - can be used by adding the powder then pressing the button twice to get the required amount of water, and then simply shaking the bottle: this does not add the powder to the near-boiling water that is supposed to kill the pathogens.

Further concerns are around the regular cleaning of the unit as per the instructions, and the regular replacement of the bacterial filter. It is not clear which bacteria are filtered by the machine, and whether therefore this would have been sufficient for example to protect infants for the duration of the recent cryptosporidium outbreak in Lancashire.

First Steps Nutrition have provided a 2-page factsheet on these machines, which can be found [HERE](#).

Some other novel products on the market right now, which cause us concern include:



Have you heard of or seen any other items which cause concern? Sleeping aids, feeding aids, or other products marketed to the parents of new babies?

Get in touch!

Other new materials from First Steps Nutrition

First Steps Nutrition have published a recent update to their report 'Infant Milks in the UK', featuring some changes to the milks available on the market, and some new information is available in these and previous reports, on:

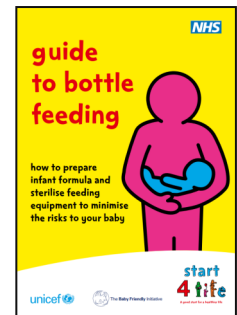
Goats' milk based infant formula and growing up milk; PaediaSure Shake marketed for fussy eaters from one year of age; new partially hydrolysed formula marketed to prevent eczema; new formulations of growing up milks; aluminium in infant milks

The First Steps Nutrition newsletter is available [here](#), and their blog is [here](#).



From the recent First Steps newsletter, which went out with the above recent report: “Both Aptamil and SMA have launched new ranges of infant milks, so there are a number of new products included this month. We will be expanding our summary sheets on particular products over the next month so that you can see the claims being made and the evidence companies to give to support their claims in context. Whilst many claims are made about ingredients used in ‘new’ products, scientific opinion that these are unnecessary remains the same. It is good to remember that if an ingredient was found to have efficacy and benefit infant health, it would be mandatory in all milks, and no claims could be made for it.” They have also costed out ready to feed infant milks, and state “a family using 8 x 70ml bottles of Aptamil Profutura 1 First Milk a day in the first week after birth would spend a whopping £102, and if they used SMA Pro First Infant Milk this would be £65 a week. Ready-to feed milks are significantly more expensive than powdered equivalents, and are also a greater environmental burden as they require more packaging and cost more to transport.milks”

Some of you may already have seen the new information for parents and carers of babies who are bottle and infant formula feeding - available as a ready-to-print double sided A4 factsheet - from UNICEF Baby Friendly, in association with First Steps Nutrition. These provide information on the techniques of responsive feeding, paced bottle feeding, and making informed choices around which products to use as well as how to use them. The factsheets should be used in conjunction with the existing DH 'Guide to Bottle Feeding'.



New factsheets from UNICEF Baby Friendly for parents, on responsive feeding techniques and how to choose infant formula

WHAT INFANT FORMULA TO CHOOSE

If you are giving your baby infant formula, **FIRST INFANT FORMULA (whey-based)** is the only formula they will need in the first year of life

- 1** What infant formula should I use?
It doesn't matter which brand you use, they are all very similar. It doesn't matter if you choose cows' or goats' milk based formula, but talk to your GP, midwife or health visitor before choosing a soya based formula.
- 2** What about all the other milks that claim to help hungry babies, prevent colic, wind, reflux or allergies?
There is no evidence that most of these "special" milks do any good, and they might not be safe for your baby. Ask your GP or other health professional if you think your baby might need a different milk.
- 3** Should I move on to follow-on formula when my baby is six months old?
There is no need for follow-on formula. Stick to a first infant formula throughout the first year.
- 4** How long do I need to use infant formula for?
When your baby is one year old, they will be getting more of their energy, vitamins and minerals from food, and full fat cows' milk can be their main milk drink. If you have any concerns, or want to know about other milks, ask your health visitor.
- 5** Want to know more?
A simple, up to date guide on infant milks can be downloaded at firststepsnutrition.org
Unicef UK provides a guide on different types of infant milks, available for download at babyfriendly.org.uk

Breastfeeding is the healthiest way to feed your baby. Giving infant formula to a breastfed baby will reduce your breastmilk supply.

FIRST STEPS NUTRITION TRUST



RESPONSIVE BOTTLE FEEDING

The early days with your baby is a great time to get to know and love each other. This can be done by keeping your baby close to you, enjoying skin contact and feeding according to these tips. Babies will feel more secure if most feeds are given by mum and dad, especially in the early weeks, as this will really help you bond with each other.

- 6** Feed your baby when they show signs of being hungry: look out for cues (moving head and mouth around, sucking on fingers). Crying is the last sign of wanting to feed, so try and feed your baby before they cry (for more details, see the Start4Life Guide to bottle feeding).
- 7** Hold baby close in a semi-upright position so you can see their face and reassure them by looking into their eyes and talking to them during the feed. Begin by inviting baby to open their mouth: gently rub the teat against their top lip.
- 8** Gently insert the teat into baby's mouth keeping the bottle in a horizontal position (just slightly tipped) to prevent milk from flowing too fast.
- 9** Follow baby's cues for when they need a break and gently remove the teat or bring the bottle downwards to cut off the flow of milk.
- 10** Your baby will know how much milk they need. Forcing your baby to finish a feed will be distressing, and can mean your baby is overfed.

FIRST STEPS NUTRITION TRUST



Future Events

LIFIB has 2 study days planned:

Monday March 21st pm on Relactation, Adoptive Lactation & Maintaining Lactation, in Fulwood Preston - with Karleen Gribble; and

Full day event 26th May, “Let’s Talk About Infant Milk”, with Dr Helen Crawley of First Steps Nutrition, LIFIB Chair Shel Banks, & Maureen Minchin author of the excellent “Milk Matters”.

More details on our site www.LIFIB.org.uk

The date for the 2016 Breastfeeding Festival (Manchester) has now been announced as the 25th and 26th June. Website [HERE](#).

If you hear of any more relevant study days, conferences or events, either local or regional, please let the team know so we can share info with all our readers.

CONTACT US:

Email: info@LIFIB.org.uk

Twitter:
[@The_LIFIB](https://twitter.com/The_LIFIB)



Our three existing briefing papers are about to be made into four patient information leaflets—keep an eye on the website!



Coming up in future editions:

- Comparison of different ‘first infant milks’ and costs per feed;
- FOCUS ON: new products & packaging from Nestle and Danone

If there’s anything you would like from LIFIB, please get in touch!

Twitter

Currently we have over 330 followers on our Twitter account, @The_LIFIB: the first place to hear about new things is via our feed. We don’t spam: if you are on Twitter, why not join us?!