

The 8th Conference on Health Care of the Chinese in North America



Feeding Your Baby – The First Year, Development of a Low Literacy Infant Feeding Resource Package

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Abstract

Objective

To develop infant feeding resources containing accurate infant feeding information to meet the needs of the city's growing multicultural population.

Method

To help develop the educational materials, various focus groups were held to solicit information needed by parents in Vancouver. Community health nurses, early childhood educators, parents, teachers of English language training, nutritionists, and other pediatric health care professionals were consulted. In addition, data from the scientific literature and an on-going Health Department study on infant feeding provided a basis for infant nutrition recommendations.

Results

The following common feeding problems were identified: failure to progress from pureed to solid foods; over reliance on bottles; fear of choking on solid foods; failure to encourage self-feeding; and ignoring infant's ability to regulate appetite. In addition, nutritionists observed that clients were receiving conflicting information from relatives, friends and health professionals. By including all stakeholders in the process, our aim was to develop a set of messages that would be relevant and useful for all and would assist in eliminating conflicting messages.

Conclusion

To address the above-noted problems, a ten-minute video, facilitator's manual, and pamphlet were developed and are available in low-literacy English, Chinese, Vietnamese, Punjabi and Spanish. Those attending the presentation will receive infant nutrition resources and the infant feeding position statement from the Vancouver Health Department. Also distributed will be the B.C. Ministry of Health's "Policy Guidelines for Formula Feeding Healthy Full Term Infants During the First Year of Life."