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FROM  
“BREAST IS BEST”  
TO  
“FED IS BEST”

A trauma and violence-informed approach to caring  
for and supporting women with infant feeding

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Disclosures  
Disclaimers  
Positionality



# Overview

- Background of BFHI
- Discussion of BF support and gaps in care
- Applying TVIC to infant feeding support
- Questions

# Understanding

- Baby-Friendly Hospital Initiative (BFHI)
- Ten Steps to Successful Breastfeeding (TSSB)

**our Past**

“ “

**Breast is  
Best**

# Breastfeeding – cost to mothers

- Physical
- Emotional
- Psychological
- Social



# What about moms who don't breastfeed?

From encouragement to pressure and shame

Mothers who are left behind

Not all mothers are equally likely to not breastfeed



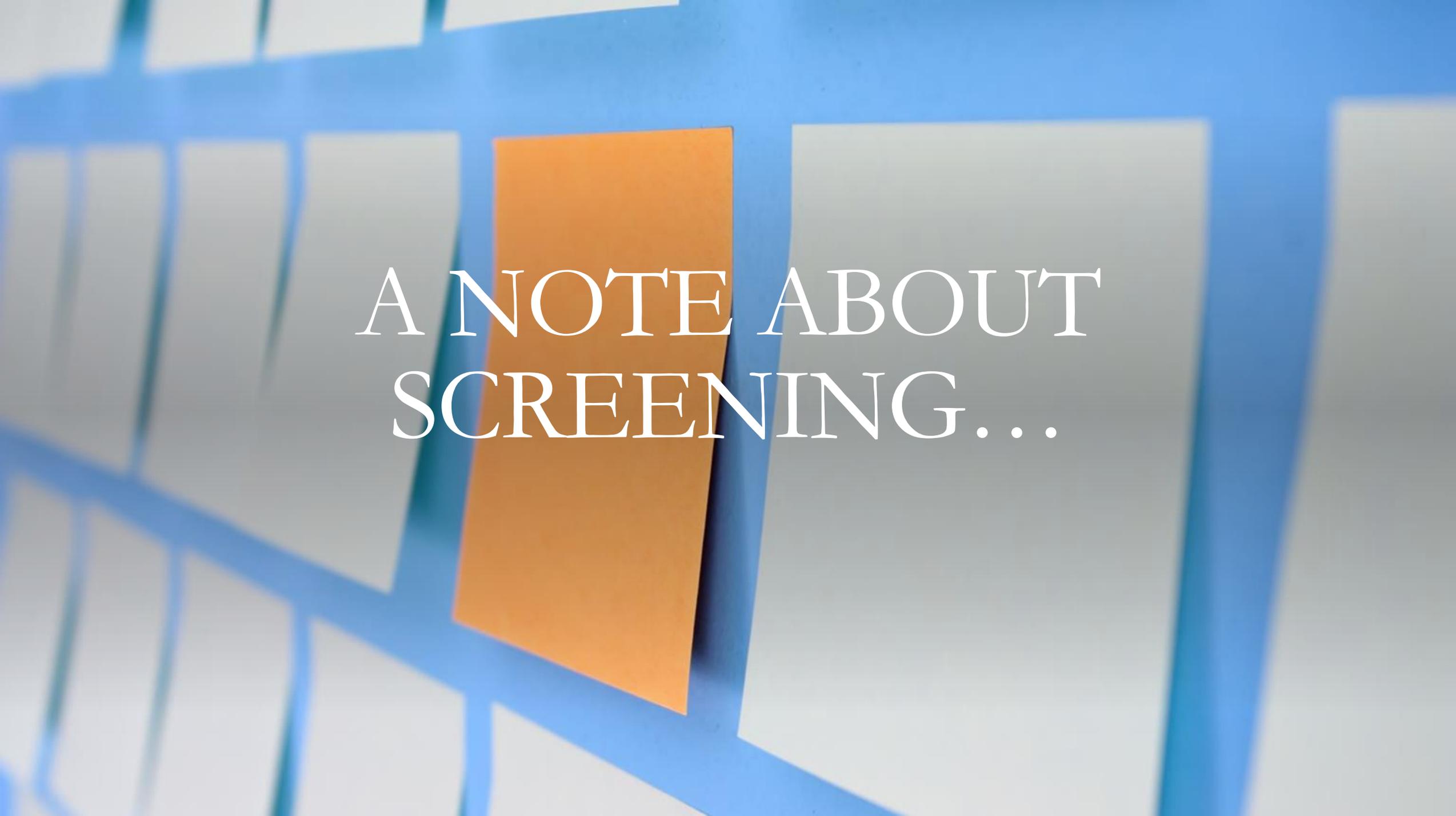
## At-risk women

Gender-Based violence refers to harmful acts directed at an individual based on their gender. It is rooted in gender inequality, the abuse of power and harmful norms. Gender-based violence (GBV) is a serious violation of human rights and a life-threatening health and protection issue.



# Intra/postpartum & anxiety/PTSD

- Increased HR
- Increased RR
- SOB
- N&V
- Breast sensitivity
- Hormonal
- Sleep
- Mood
- Cognition

The background features a complex geometric pattern of overlapping blue and light grey shapes. A prominent vertical orange rectangle is positioned in the center-left area. The text is centered horizontally and partially overlaps the orange rectangle.

A NOTE ABOUT  
SCREENING...



# GAPS IN PRACTICE

- Social and cultural norms that diminish the status of women and children, and other historically marginalized groups
- Social, economic and health policies that lead to poor living standards or socio-economic inequality
- Cultural norms that promote or glorify violence, including physical punishment
- Lack of adequate legislation



- History of maltreatment/violence
- Drug or alcohol misuse by partner
- Being socially isolated
- Younger age
- Partner under/un-employment

**SOCIETY**

**COMMUNITY**

**RELATIONSHIP**

**INDIVIDUAL**



- Tolerance of violence
- Gender and social inequality in the community
- Lack of services to support women, families
- High levels of unemployment



- Separation/leaving (risk of femicide)
- Being socially isolated
- Common-law or separated (vs. married)

# TVIC: TRAUMA AND VIOLENCE- INFORMED CARE

# Implementing a TVIC approach



Build awareness and understanding



Emphasize safety and trust



Offer authentic choices through connection and collaboration



Find and build on people's strengths



BUILD AWARENESS AND UNDERSTANDING



EMPHASIZE SAFETY AND  
TRUST



OFFER AUTHENTIC  
CHOICES THROUGH  
CONNECTION AND  
COLLABORATION



FIND AND BUILD ON  
PEOPLE'S STRENGTHS

A black and white photograph of a woman holding a baby. The woman is looking down at the baby with a concerned expression, her hand resting on the baby's head. The baby is wearing a white shirt with some text on it. A semi-transparent, light-colored rectangular box is overlaid on the right side of the image, containing the text 'CASE SCENARIO' in a white, serif font. The background is a plain, light-colored wall.

# CASE SCENARIO

# Implementing a TVIC approach



Build awareness and understanding



Emphasize safety and trust



Offer authentic choices through connection and collaboration



Find and build on people's strengths



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# Images

- Slide 8: <https://www.yorku.ca/laps/college-life/2022/11/29/ending-gender-based-violence-we-all-have-a-part-to-play/>
- Slide 9: <https://www.monetnicole.com/stories/birth-story-patty-vbac>
- Slide 14: <https://thenaturalparentmagazine.com/postpartum-depression-in-the-age-of-social-networking/>
- Slide 15: <https://www.doulasofpgcounty.com/blog/2018/11/14/do-i-really-need-to-see-a-lactation-consultant>
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- Slide 17: <https://healthier.stanfordchildrens.org/en/bottle-size-may-help-explain-extra-weight-gain-in-bottle-fed-babies/>
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