

## **FREE COMMERCIAL FORMULA DISCHARGE BAGS AND THEIR ASSOCIATION WITH DECREASED BREASTFEEDING**

**Many studies show an association between distribution of free commercial formula discharge bags and decreased breastfeeding:**

**Title: Do infant formula samples shorten the duration of breastfeeding?**

**Source: Lancet**

- Breastfeeding mothers who received free formula samples at discharge were less likely to still be breastfeeding at one month (78% vs. 84%,  $p=0.07$ )
- Breastfeeding mothers who received free formula samples at discharge were more likely to introduce solid foods by 2 months (18% vs. 10%,  $p=0.01$ )
- The above trends were more significant among less educated mothers, first time mothers, and mothers who had been ill post partum.

*Bergevin et al., Do infant formula samples shorten the duration of breast-feeding? Lancet. 1983 May 21;1(8334):1148-51*

**Title: Commercial hospital discharge packs for breastfeeding women**

**Source: Cochrane Database Systematic Review**

- Meta-Analysis shows that giving breastfeeding women a commercial formula discharge pack decreased exclusive rates of breastfeeding at any point in time, from 0–6 months postpartum

*Donnelly et al., Commercial hospital discharge packs for breastfeeding women. Cochrane Database Syst Rev. 2000;(2):CD002075*

**Title: Infant formula marketing through hospitals: The impact of discharge bags containing formula on breastfeeding.**

**Source: American Public Health Association Meeting and Conference**

- Women who did not receive discharge packs containing formula were more likely to be exclusively breastfeeding at 3 weeks postpartum (OR 1.52, 95%CI 1.12-2.05).

*Eastham et al., Differential effect of formula discharge packs on breastfeeding by maternal race/ethnicity. APHA 133rd annual meeting and exposition 2005, Philadelphia.*

**Title: Commercial discharge packs and breast-feeding counseling: effects in infant-feeding practices in a randomized trial**

**Source: Pediatrics**

- Mothers who received a discharge pack that did not contain formula breastfed exclusively for longer ( $p=.04$ ), and were more likely to be breastfeeding at 4 months postpartum ( $p=.04$ )

*Frank et al., Commercial discharge packs and breast-feeding counseling: Effects on infant-feeding practices in a randomized trial. Pediatrics, 1987 Dec;80(6):845-54*

**Title: Effect of discharge samples on duration of breast-feeding**

**Source: Pediatrics**

- Women who received a discharge pack with a manual breast pump but no formula breastfed longer (mean = 4.18 weeks) than women who received infant formula in their discharge package (mean=2.78 weeks)  $p < 0.05$

*Dungy et al., Effect of discharge samples on duration of breast-feeding. Pediatrics, 1992 Aug;90(2 Pt 1):233-7.*

**Title: Infant feeding policies in maternity wards and their effect on breast-feeding success: An analytical overview**

**Source: American Journal of Public Health**

- Meta-Analysis found that free commercial discharge bags had an adverse effect on lactation performance

*Perez-Escamilla et al., Infant feeding policies in maternity wards and their effect on breast-feeding success: An analytical overview. Am J Public Health. 1994 Jan;84(1):89-97.*

**Title: Changing hospital practices to increase the duration of breastfeeding**

**Source: Pediatrics**

- Meta-analysis indicated that commercial discharge packs had an adverse effect on lactation performance

*Wright et al Changing hospital practices to increase the duration of breastfeeding. Pediatr 1996 May;97(5):669-675*

**Title: The association of formula samples given at hospital discharge with the early duration of breastfeeding**

**Source: Journal of Human Lactation**

- Fewer Hispanic women were breastfeeding at 3 weeks in the presence of gift packs

*Snell et al. The association of formula samples given at hospital discharge with the early duration of breastfeeding. J Hum Lact 1992 Jun;8(2):67-72*

**The effects of free commercial formula discharge bags on WIC-participants**

**Title: WIC-based interventions to promote breastfeeding among African-American women in Baltimore: Effects on breastfeeding initiation and continuation**

**Source: Journal of Human Lactation**

- Women who received free commercial formula were less likely to begin breastfeeding and less likely to still be breastfeeding at 7-10 days

*Caulfield et al., WIC-based interventions to promote breastfeeding among African-American women in Baltimore: Effects on breastfeeding initiation and continuation. J Human Lactation 1998:15-22*

**Title: Breast-feeding patterns among Indochinese Immigrants in Northern California**

**Source: American Journal of Diseases of Children**

- Mothers who received free formula samples at discharge were 2 times more likely to formula-feed their infants

*Romero-Gwynn E. Breast-feeding pattern among Indochinese immigrants in northern California. Am J of Diseases of Children 1989 July;143:804-808.*