

### **Editorial Guidelines for Mother & Baby, Wondertime and annuals (eg Bounty Babycare, Bounty Pregnancy, Shopping for Baby) sampled with Bounty Bags**

- We adhere to the WHO guidelines which recommend women exclusively breastfeed their babies for six months, then continue breastfeeding after the introduction of solid foods, for beyond two years
- Ensure no reference in copy to, or photographs of, bottles, dummies, teats or formula (infant and toddler)
- No mention or photographs of nipple creams or shields/guards
- Be careful when mentioning expressed milk
- Avoid mentioning dads helping with night feeds as this implies formula feeding
- Beware of subtle mentions eg don't describe the insulated bottle pocket in a nappy bag. Can mention the insulated pocket, just not what it could be used for!

### **Some more points to keep in mind based on the views of Australian Lactation Consultants Association (ALCA), Australian Breastfeeding Association (ABA) and public health authorities:**

- Breastfeeding is the norm; formula is not an equitable alternative
- Babies have a right to be breastfed
- Very few women cannot breastfeed. Most issues can be overcome with the right approach and perseverance eg decrease supply, attachment issues
- Breastfeeding doesn't require the mother to eat or drink differently
- Weaning is not a stage – breastfeeding can continue well beyond 12 months providing solids are introduced at 6 months
- Weaning is an outdated term now; health professionals rather refer to the introduction of solids to describe this particular phase of baby's development and breastfeeding can continue on indefinitely...
- Describing the introduction of solids as weaning tends to antagonise midwives who may decide to withdraw their support from the magazine
- Toddler formulas are expensive, unnecessary and in no way superior to regular cow's milk

### **And a few other considerations...**

- "SIDS and Kids guidelines state that you should not use a pillow or cot bumper while your baby sleeps in a cot; so all photos of cots and bassinets must be free of pillows and bumpers.
- SIDS and Kids also state not to have doonas, pillows, lambs wool, bumpers or soft toys in the cot with babies
- We don't endorse those pillows/cushions designed to stop flat head syndrome
- Co sleeping is against SIDS guidelines – so no pictures of parents or siblings sleeping together
- No pictures of babies asleep on their side or tummy. Babies must be put to sleep on their back.