

Parents and caregivers need your support to make informed feeding decisions—from the prenatal period to the early years. Use these principles together to support positive outcomes for families.

8 Principles for Health Care Professionals

Tailored Information

Every parent or caregiver has their own context that influences their feeding decisions and needs tailored information.

Anticipatory Guidance

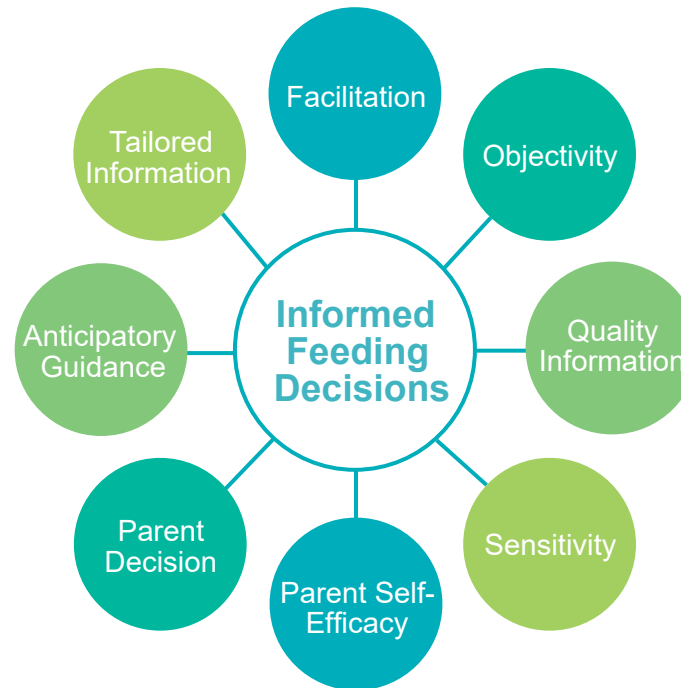
Tailored information includes anticipatory guidance that is preventative and future-oriented. Realistic expectations about feeding, common feeding challenges, and normal infant and child behaviours increase parent self-efficacy.

Parent Decision

The parent or caregiver is the most knowledgeable about their context. It is their responsibility to consider what will work best for their family and to decide how they will feed their infant or child.

Parent Self-Efficacy

You can help parents and caregivers to feel confident in their decisions and ability to meet their feeding goals. Parent self-efficacy is a significant predictor of breastfeeding outcomes.



Facilitation

Your role is to help facilitate the parent or caregiver's informed feeding decision.

Objectivity

Parents and caregivers are more receptive to information that is objective and unbiased.

Quality Information

Parents and caregivers receive health messages, including misinformation, from many sources. You help parents and caregivers to make informed feeding decisions when you provide them with quality information that is accurate and reliable.

Sensitivity

Feeding support often takes place when a parent or caregiver may experience increased sensitivity and decreased coping skills. How you communicate quality information, both verbally and non-verbally, matters.

Learn more about the AHS Informed Feeding Decisions Approach at ahs.ca/hcpbreastfeeding