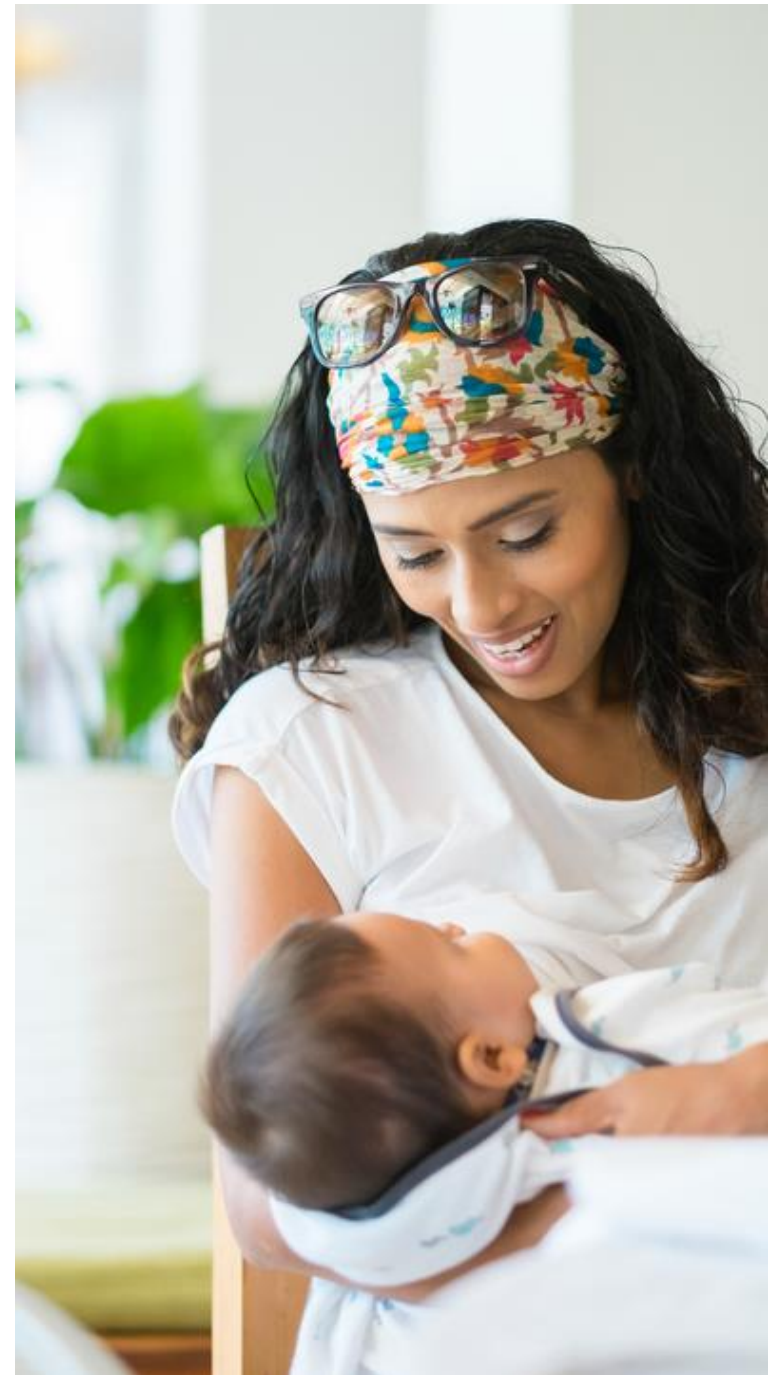


Breastfeeding and body image

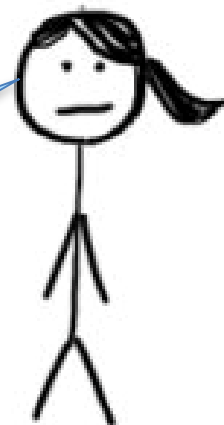
What messages
are we giving
new mothers?

Professor Amy Brown,
Swansea University, UK





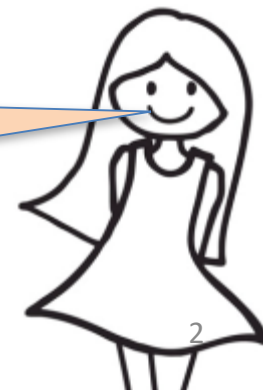
I couldn't
breastfeed



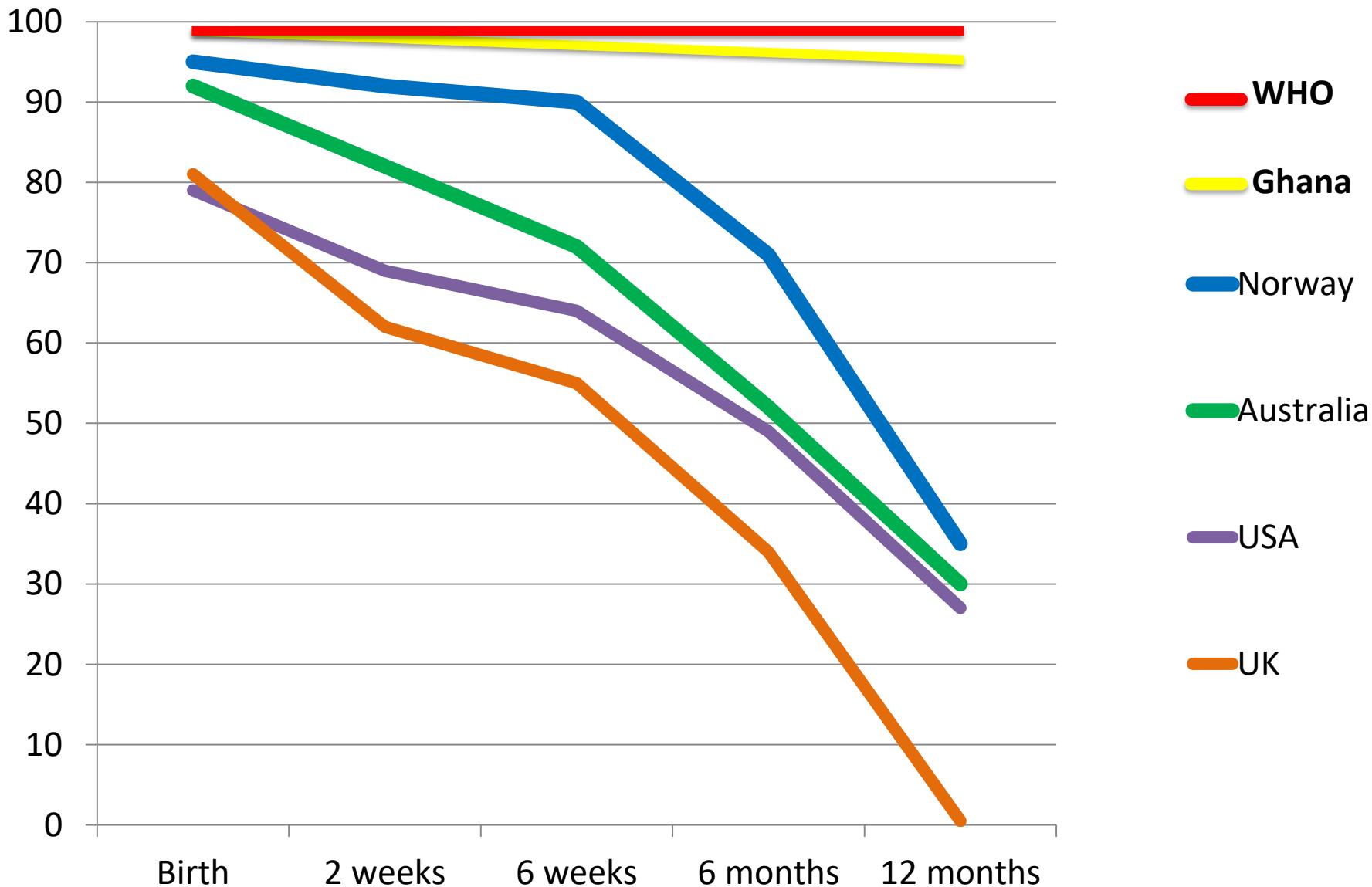
I didn't have
enough milk



He fed too much



He was just really
unsettled



Adapted from data in Victora, C. G., Bahl, R., Barros, A. J., França, G. V., Horton, S., Krusevec, J., ... & Group, T. L. B. S. (2016). Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect. The Lancet, 387(10017), 475-490.



How Often Does Breastfeeding Really Fail?

<http://breastfeedingtoday-illi.org/how-often-does-breastfeeding-really-fail>

Guilt
Failure
Shame
Inadequate
Defeated
Regret
Embarrassed
Useless
Less of a mother

Sadness
Heartbroken
Awful
Hideous
Loss
Grief
Devastated
Robbed
Traumatised

Helpless
Out of control
Vulnerable
Overwhelmed
Exhausted
Fragile
Lost
Powerless
Crushed

Let down
Gutted
Failed by my body
Failed by system
Hurt
Disappointed
Dissatisfied

Angry
Frustrated
Annoyed

Jealous
Envious
Bitter

Shocked
Confused
Unprepared
Misled

Anxious
Worried
Scared



Breast milk
LOWERS BABY'S
RISK OF EAR
INFECTIONS

Breast milk
LOWERS
BABY'S RISK OF
PNEUMONIA

Breast milk
LOWERS BABY'S
RISK OF DIABETES

**Breast milk
is best for your baby.**

It's your right to feed your baby
only breast milk and get the support you need.

Go to www.healthybaby.org
or call 311 for help and support.

NYC

**off to
the best
start**



**Breastfeeding
welcome**



Only the best
for my baby!

Thanks
mum!

**HEALTHY
START**

**BREAST
IS BEST
FOR YOUR
BABY**



I know
what's best
for my baby.
Breastfeeding.

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Health Services
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Ontario



'Breastfeeding
gives my baby
the **best start**
he deserves'

‘The reasons why women avoid or stop breastfeeding range from the medical, cultural, and psychological, to physical discomfort and inconvenience. These matters are not trivial, and many mothers without support turn to a bottle of formula.

The Lancet Series, 2016



Do I spend
enough time with
my partner?

Should I
be
socializing
more?

Maybe I
should try
a bottle

How am I going
to get back to
work?

Should I
have lost
my baby
weight by
now?

Should he be
sleeping
through the
night by now?

What if I'm
just doing it
all wrong?



Body image, weight and breastfeeding

Myths about the impact of
breastfeeding upon the body

Wider pressures about how female
body 'should' look

Embarrassment feeding in public

Wider pressures upon new mothers



Women who have a higher BMI are less likely to breastfeed

- Lower milk supply
- Delayed milk supply
- Lower levels of prolactin (stored progesterone)
- Increased risk of complications at birth
- **Confidence**



- Hilson JA, Rasmussen KM, Kjolhede CL. High prepregnant body mass index is associated with poor lactation outcomes among white, rural women independent of psychosocial and demographic correlates. *Journal of human lactation*. 2004 Feb;20(1):18-29.
- Amir, L. H., & Donath, S. (2007). A systematic review of maternal obesity and breastfeeding intention, initiation and duration. *BMC pregnancy and childbirth*, 7(1), 9.

Body image a stronger prediction of breastfeeding duration

- Women who are overweight less likely to plan to breastfeed or do so for shorter time

BUT

- Body image predicts breastfeeding intention and duration independently of weight
- More likely to have pain and difficulties
- Stop due to embarrassment and body image concerns



Brown A, Rance J, Warren L. Body image concerns during pregnancy are associated with a shorter breast feeding duration. Midwifery. 2015 Jan 31;31(1):80-9

Dieting associated with lower breastfeeding duration

- Mothers who are dieting are less likely to breastfeed
- Despite evidence that breastfeeding helps burn up to 500 calories a day



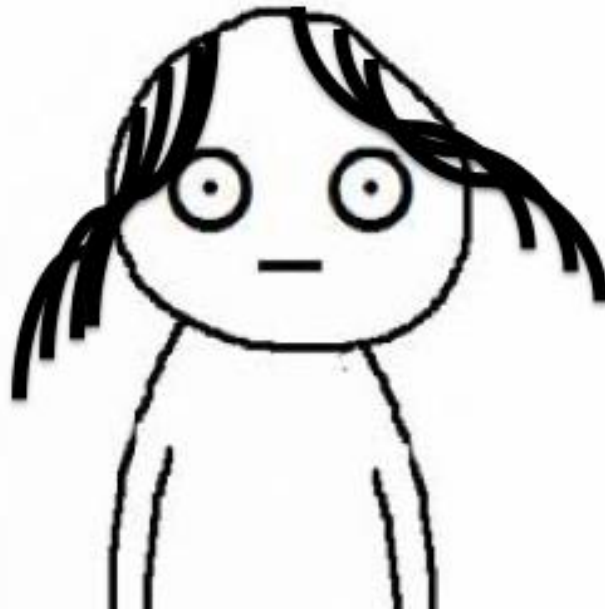
Brown, A. (2014). Maternal restraint and external eating behaviour are associated with formula use or shorter breastfeeding duration. *Appetite*, 76, 30-35.

1. What messages do women get about their body and breastfeeding?

Breastfeeding will ruin your breasts...

Breasts should be kept for your partner...

Breastfeed will stop you losing weight...



Breastfeeding makes you feel like a cow...

‘I think women who have breastfed understand what I'm saying - that if you get a boob job it's more reconstructive surgery, actually, than cosmetic surgery’

Gwyneth Paltrow

‘Reconstructive surgery is all about repairing people and restoring function. It is performed to repair and reshape bodily structures affected by birth defects, developmental abnormalities, trauma/injuries, infections, tumours and disease’

Breastfeeding does not affect breast shape – pregnancy does

When her argument went
it also is a good thing
people are finally about
people with real love that's
on hand in every case!

Product placement



"Are you breast-feeding Katie?" asks the interviewer.

Jordan: "No. Its brilliant. I have 20 crates of teats and bottles – I don't have to sterilise or heat anything, you literally take the teat out of the pack, screw it on, throw it away. I don't care what people say – you don't have to breast-feed. They gave me a tablet that dries your milk so my boobs haven't leaked or anything."

Pete adds: "Junior didn't breast-feed and he's turned out fine."

"So why did you decide not to breastfeed?"

Jordan: "I don't want a baby drinking from me. The thought of it makes me feel really funny. I think only a certain person could handle my knockers."

2. What messages do women get about their body after birth?

Get your pre baby body back...
Get your pre baby body back...
Get your pre baby body back...
Get your pre baby body back...
Get your pre baby body back...
Get your pre baby body back...
Get your pre baby body back...





'Proud to have this body after FOUR babies!' Make-up free Natasha Hamilton flaunts her incredible figure in semi sheer lace lingerie following dedicated training regime



Celebrity trend: Victoria Beckham, model Miranda Kerr and presenter Myleene Klass all managed to get back into shape just weeks after having a baby



Louise Cliffe before and after giving birth (Photo: louisecliffereel/Instagram)





theguardian

What does the trend for smaller nipples say about us?

Cosmetic surgeons report a rise in nipple surgery. Perhaps we should have seen this coming


theguardian.com

Anti Aging Golden Collagen Crystal masks for firming, skin nourishing, fine lines & wrinkle removal




Top10
Home Remedies

Home Remedies for Firming Saggy Breasts




EXERCISE




- Chest presses and pulls
- Arm raises
- Round-about push-ups
- Dumbbell flyes


ICE MASSAGE




OLIVE OIL



CUCUMBER & EGG YOLK



POMEGRANATE



To explore more, visit www.Top10HomeRemedies.com

How to Lighten Nipples: Everything You Need to Know About Nipple Bleaching

- **Exfoliation.** Yes, yes, you can - and should - exfoliate your nipples as well. Especially if you want to speed up the nipple lightening process. Exfoliation allows the nipple lightening ingredients to penetrate deeper into the skin by clearing away dead skin cells. At times, just exfoliation alone can be enough to see nipple lightening benefits as well as to even out splotchy colored nipples. Of course, by 'exfoliation' - we don't mean you should go to town on your nipples with a harsh scrub or pumice stone. Nipple skin is sensitive so stick to gentle chemical exfoliants or gentle, very fine natural exfoliators.

Social media is putting pregnant women under pressure to look perfect

60% worried about losing the weight

58% feel pressured to return to pre pregnant self

68% worried about the effect of pregnancy

55% pressure to have the perfect bump

18% feel more attractive during pregnancy than usual

23% pregnancy has not affected how I feel about my body

<https://theconversation.com/social-media-is-putting-pregnant-women-under-pressure-to-look-perfect-61881>

Hicks S, Brown A. Higher Facebook use predicts greater body image dissatisfaction during pregnancy: The role of self-comparison. Midwifery. 2016 Sep 30;40:132-40.



getting your baby into a routine

Web

Videos

Shopping

Images

News

More ▾

Search tools

About 25,000,000 results (0.55 seconds)



how to get your baby to sleep through the night

Web

Shopping

Videos

Images

News

More ▾

Search tools

About 40,200,000 results (0.60 seconds)



how to make baby more settled

Web

Videos

Shopping

Images

News

More ▾

Search tools

About 57,700,000 results (0.55 seconds)

Importance of responsive feeding

Feeding whenever baby
signals to be fed

Typically very frequently

Night feeding



**But many new mothers do not feed
responsively - sometimes even if they
think they do**

Responsive feeding is associated with:

- **Higher prolactin levels**

Tay, C.C.K., Glasier, A.F. and McNeilly, A.S., 1996. Twenty-four hour patterns of prolactin secretion during lactation and the relationship to suckling and the resumption of fertility in breast-feeding women. *Human Reproduction*, 11(5), pp.950-955.

- **Longer duration of breastfeeding**

Brown, A. and Lee, M., 2013. Breastfeeding is associated with a maternal feeding style low in control from birth. *PloS one*, 8(1), p.e54229.

- **Fewer breastfeeding difficulties**

Brown, A., Raynor, P., & Lee, M. (2011). Maternal control of child-feeding during breast and formula feeding in the first 6 months post-partum. *JHND*, 24(2), 177-186..

- **Increased milk supply**

De Carvalho, M., Klaus, M.H. and Merkatz, R.B., 1982. Frequency of breast-feeding and serum bilirubin concentration. *American journal of diseases of children*, 136(8), pp.737-738.

- **Lower risk of overweight**

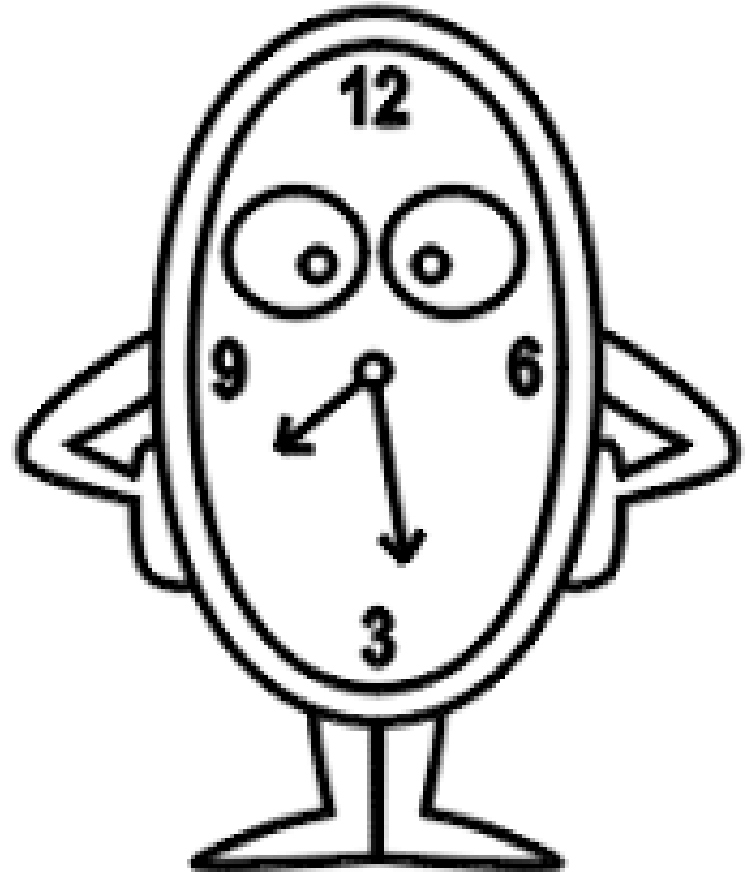
Agras, W.S. et al 1987. Does a vigorous feeding style influence early development of adiposity?. *The Journal of pediatrics*, 110(5), 799-804.

- **Later satiety responsiveness**

Brown, A. and Lee, M., 2012. Breastfeeding during the first year promotes satiety responsiveness in children aged 18–24 months. *Pediatric obesity*, 7(5), pp.382-390.



**Mothers who
are dieting are
more likely to
feed to try to
feed to a
routine**



Brown A. Maternal restraint and external eating behaviour are associated with formula use or shorter breastfeeding duration. *Appetite*. 2014 May 1;76:30-5.

3. What messages do women get around breastfeeding in public?

SCIENCE & SOCIETY

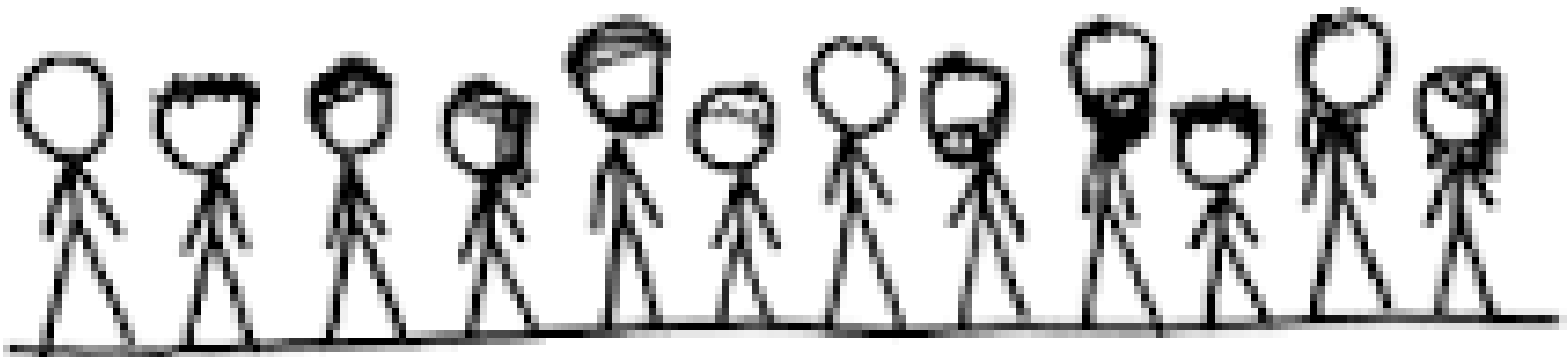
Breast is best, but not in my back-yard

Amy Brown^{*} 

Department of Public Health and Policy Studies, Swansea University, Swansea, SA2 8PP, UK

^{*} Twitter: @Dr_AmyBrown

DOI: <http://dx.doi.org/10.1016/j.molmed.2014.11.006> |  CrossMark



We think its best...

- 1% of participants in a UK survey believed formula milk was a better choice than breastfeeding
- In the USA, the annual Health Styles survey found that over 96% of respondents believed that breast milk was the perfect food for a baby
- A global survey of mothers in nine countries including Europe, China and the USA found over 98% agreed that 'breast is best'



... but we don't want to see it

- A YouGov survey in the UK found that 34% of the public agreed women breastfeeding in public was embarrassing for others and should not be done.
- USA [57%], Australia [30%] and France [44%].
- In Australia 82% believed that formula feeding was more acceptable than breastfeeding in public.
- In the UK more people believe it is acceptable for a woman to breastfeed in a toilet than it is in a restaurant or on public transport.
- **Sweden = 4% !!**



Can't you feed him before you
come out?

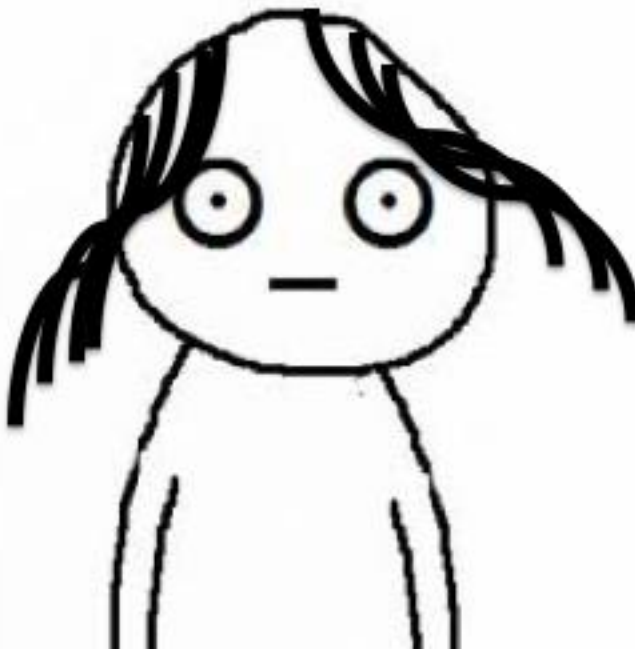
I'm not
allowed to
flash my penis
in public!

You can feed in the toilet!

I don't urinate in
public

Exhibitionism!

I don't want to
see naked
breasts when
drinking my
coffee!



You're trying
to get the
attention of
my husband!

A thought...

**Why is it called
breastfeeding in
public? Why not
simply a baby eating?**

**Why do we make it
about the actions of
women?**

To allow us to criticise?



Mother ordered to stop
'sexual' breastfeeding in
hospital

**'Put your boob away': Mother's
outrage after she is told to stop
breastfeeding by woman who was
SMOKING next to playground**

Claridge's hotel criticised after telling
breastfeeding woman to cover up

**Nigel Farage says breastfeeding mums
'should sit in a corner' if they are too
ostentatious**

**Breast feeding mum 'squirts' woman who asked her to
stop nursing because it was distracting her husband**

College students most critical

- 80% of college students in Canada believed breastfeeding was an intimate act that should be private
- In another study 65% believed that breastfeeding in public was not acceptable.
- 91% of a US student sample believed that the US should promote a breastfeeding friendly culture whilst 78% believed breastfeeding should only take place in private.



Spear HJ. College students' experiences and attitudes regarding middle and high school-based breastfeeding education. *The Journal of School Nursing*. 2007 Oct;23(5):276-82.

Women are more critical than men

- In a global survey, agreement of **mothers** that 'breastfeeding in public was perfectly natural'
- 63% UK
- 57% US
- 55% Brazil
- 35% France
- 19% China



Sexualisation and sexism

- In a US study, only 48% of men felt it was appropriate to show a woman breastfeeding on a magazine cover, 37% on a billboard or poster and 46% on a family television show.
- The higher a man scores on traits of sexism, the less likely he is to support breastfeeding in public
- Page 3 (UK) 'An institution that has been there for more than 40 years ... Britain's most valued heritage ... the freedom to choose'



Acker M. Breast is best... but not everywhere: ambivalent sexism and attitudes toward private and public breastfeeding. Sex roles. 2009 Oct 1;61 (7-8):476-90.

Contamination?

- In one survey of UK Sunday Times readers 65% believed it was acceptable to breastfeed her baby *by the side of* the pool ... yet 64% believed it unacceptable to breastfeed whilst sat *in* the pool.
- Concept of bodily fluids – often associated with illness (or even seen as sexual fluids)
- Squeamish about human milk but not cows milk?!



Ad campaign use man boobs in video to show women how to spot breast cancer





75% SAY
BREASTFEEDING
IN PUBLIC IS FINE.

25% SAY
PUT THEM AWAY.

what's your way?



Does this affect women?

In 2009 a survey of over 1200 mothers in the UK by Mother and Baby Magazine found that:

- 60% of mothers felt that the UK was not breastfeeding friendly
- 65% found breastfeeding in public a stressful experience
- 54% had directly received negative comments or actions.



How women feel matters

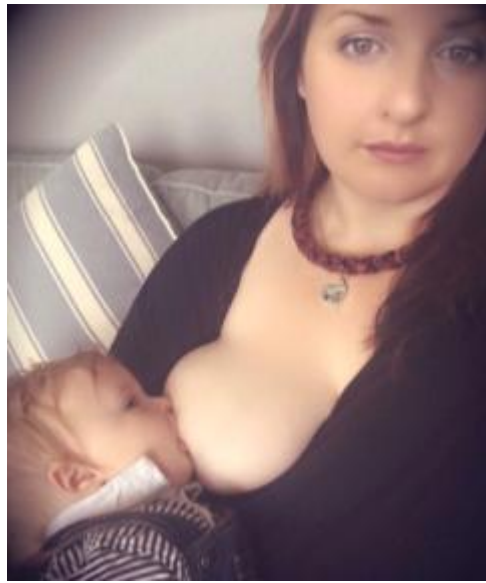
- Perceiving breastfeeding in public to be embarrassing or threatening predicts a lower intention and likelihood of breastfeeding
- Fear it might happen
- Feelings of disapproval
- Worry about being confronted
- Anxiety can make it more difficult
- Ties in with body image issues
- Trying to delay feeds impacts upon supply



How many do so?

- Only 58% of mothers who breastfeed in the UK did so in public
- Only 36% of Italian women breastfeeding women do so in public
- Only 8% of mothers in UK felt comfortable breastfeeding wherever they wanted.
- In Sweden nearly 80% of mothers with a baby aged 6 weeks old had breastfed in a public place







Vaguechera
@vaguechera

 **Follow**

Flashed a nanosecond of nipple while [#breastfeeding](#) and was asked to cover up in [@V_and_A](#) courtyard. Am perplexed....

12:19 PM - Aug 5, 2017

 394  7,818  15,140



356

7.6K

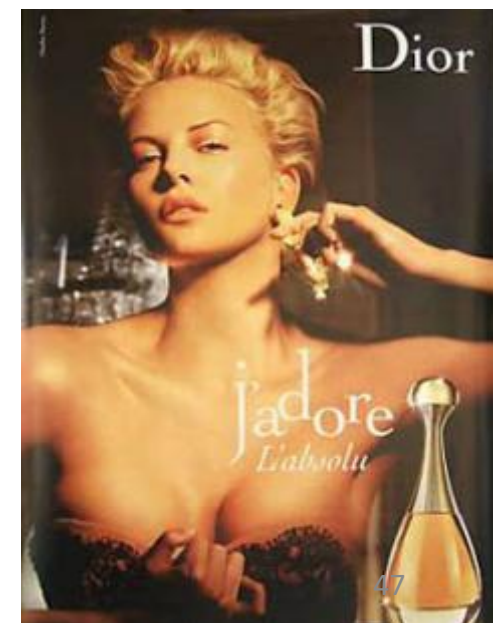
15K



7.6K

15K









VICTORIA'S SECRET

NURSING?!
THIS IS A
SHOPPING
MALL! WE CAN'T
ALLOW WOMEN
TO BRAZENLY
DISPLAY
THEIR
BREASTS!!

*Sexy
Panties*

BRA
Sale



4. What messages do women get about their breasts during breastfeeding?

Their milk matters more than them

They are a 'failure' if their breasts do not work

Interactions with health professionals

- Skilled companion versus technical expert
- ‘Manhandling’ of breasts
- Seeing the milk not the mother
- Language - failure



'Imagine a young man making his first attempt at sexual penetration. Ask him to set about the project in a special sex centre where there are 'experts' he has never met before, ready to supervise and tell him how it ought to be done. Presume that his partner is as inexperienced as himself, and that he is asked if he is going to 'try and achieve an erection'.

When he starts, a busy 'expert', who may never have personally experienced sexual relations, starts telling him how to do it and inspects his body with a critical expression, prodding him and his partner in an insensitive manner. By the bed is an artificial penis, put there, as the young man is told, 'just in case you can't manage it; many men can't make it. It's not their fault, nature often fails'.

Everyone knows how vulnerable the male penis is to psychological stress, and how sensitive sexual partners must be in order to nurture the psyche, as well as the body, of the male. Yet such sensitivity has been conspicuously absent from the experience of most women giving birth in hospital'

Gabrielle Palmer, Politics of Breastfeeding

Happy Vitals

The Future of Family Health



A revolutionary device



Imagine a standard nipple shield which tells you how much milk flows through it - this is the Coro!

Our patented sensor is non-invasive and tiny. The size of the feed-area is no different to shields currently available and the device can be used in exactly the same way.

No need for wires or chargers as the unit is completely self-contained.



We need to change the conversation around breastfeeding by stopping laying the responsibility for this major public health issue in the laps of individual women and acknowledging the role that politics and society has to play at every level.

Unicef Baby Friendly, Call to Action 2016



