



# Breastfeeding Devices & Aio

Recognizing market changes  
&  
best-practices for lactation professionals

Hillary Meisenheimer, IBCLC



# Hillary Meisenheimer, IBCLC

Former WIC mom

Former Breastfeeding Peer Counselor

B.S. Kinesiology-Exercise Science

Breastfeeding Coordinator, Southern Seven Health Department



**“I can promise you that women working together, worked, informed, and educated can bring peace and prosperity to this planet.”**  
Isabel Allende





# Disclosures



# Objectives

1

Acknowledge the changing market of breastfeeding products, and the unethical marketing of these aides and devices.

2

Utilize knowledge of the physiology of lactation to evaluate efficacy claims of breastfeeding aides and devices.

3

Recognize frequently used and recommended breastfeeding aides and devices.





# Breastfeeding Aids & Devices

Products available to the public for purchase that are claimed:  
to assist in breastfeeding a child or  
to minimize or solve a breastfeeding problem





# Objective 1

## Market Changes

The global market for breastfeeding devices and aides is projected to double over the next 10 years. Cheaper “knockoffs” are becoming more easily accessible than ever before. Social media and internet commerce are changing the way families shop.

## Unethical Practices

Trending products, influencers, and digital marketing provide nearly constant messaging to parents. Promotional messaging is typically undiscerning, offering a “simple fix.” “Must-have” products are frequently recommended with little regard to necessity or risk.



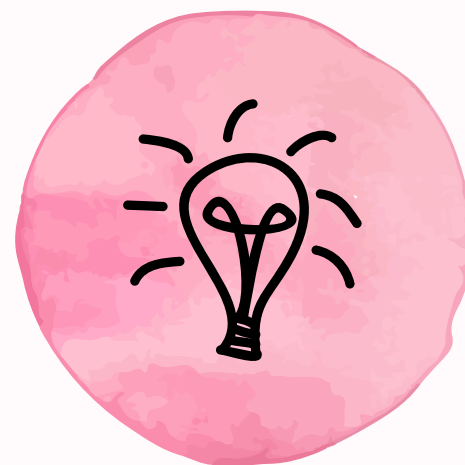


# What is our Role?



## The WHOCod

The scope of the World Health Organization's International Code of Marketing of Breastmilk Substitutes is specific to breastmilk substitutes and feeding devices.



## WABA

The World Alliance for Breastfeeding Action issued a position paper in 2011 on breastfeeding-related devices and pumps. WABA noted concern that pumps and devices are "increasingly being excessively and unnecessarily recommended."



## Scope of Practice

"IBCLC certificants have the duty to protect, promote, and support breastfeeding by... [advocating] for breastfeeding... educating families... providing comprehensive, skilled care, and evidence-based information... and facilitating the development of policies which protect, promote, and support breastfeeding."

# Objective 2

Utilize knowledge of the physiology of lactation to evaluate efficacy claims of breastfeeding aides and devices.





# 1. Mind your scope.

What is your responsibility? What are the client needs? What are your clients goals? Check your biases and assumptions!



## 2 What is the claim of the product?

What problem is there to solve? How does this product claim to work; what is the mechanism of action? What materials are the product made from? What are the instructions for the product? What marketing/messaging is impacting the client's interest in the product?





### 3. What do you know?



Rely on your professional knowledge to evaluate the likely efficacy of the device. How might this device's mechanism of action impact lactation? Could it cause unintended effects? Make an informed assessment of how this client may experience this product.



### 4 Evaluate options

Is this product necessary? Are there alternative devices that may work as well or better? Can this client's concern be better addressed?







## 5. Check yourself

When you come to a conclusion, and are ready to make a recommendation, consider how your opinions may be influenced by marketing or popular opinion.

Have you considered the needs of your client? Blanket recommendations disregard the individuality of each family. We should also be cautious of giving tone-deaf advice. Consider accessibility, expense, time demands, ability, and any other unique factors that could impact your client's experience







# Objective 3

Recognize frequently used and recommended breastfeeding aides and devices.



# Suction devices

Your client got a suction breast pump at her baby shower. Her sister told her she should use it every time she feeds her baby to collect leaking milk from the side not being nursed on.

1. Mind your scope.
2. What is the claim and how does it work?
3. What do you know?
4. Evaluate your options.
5. Check yourself!

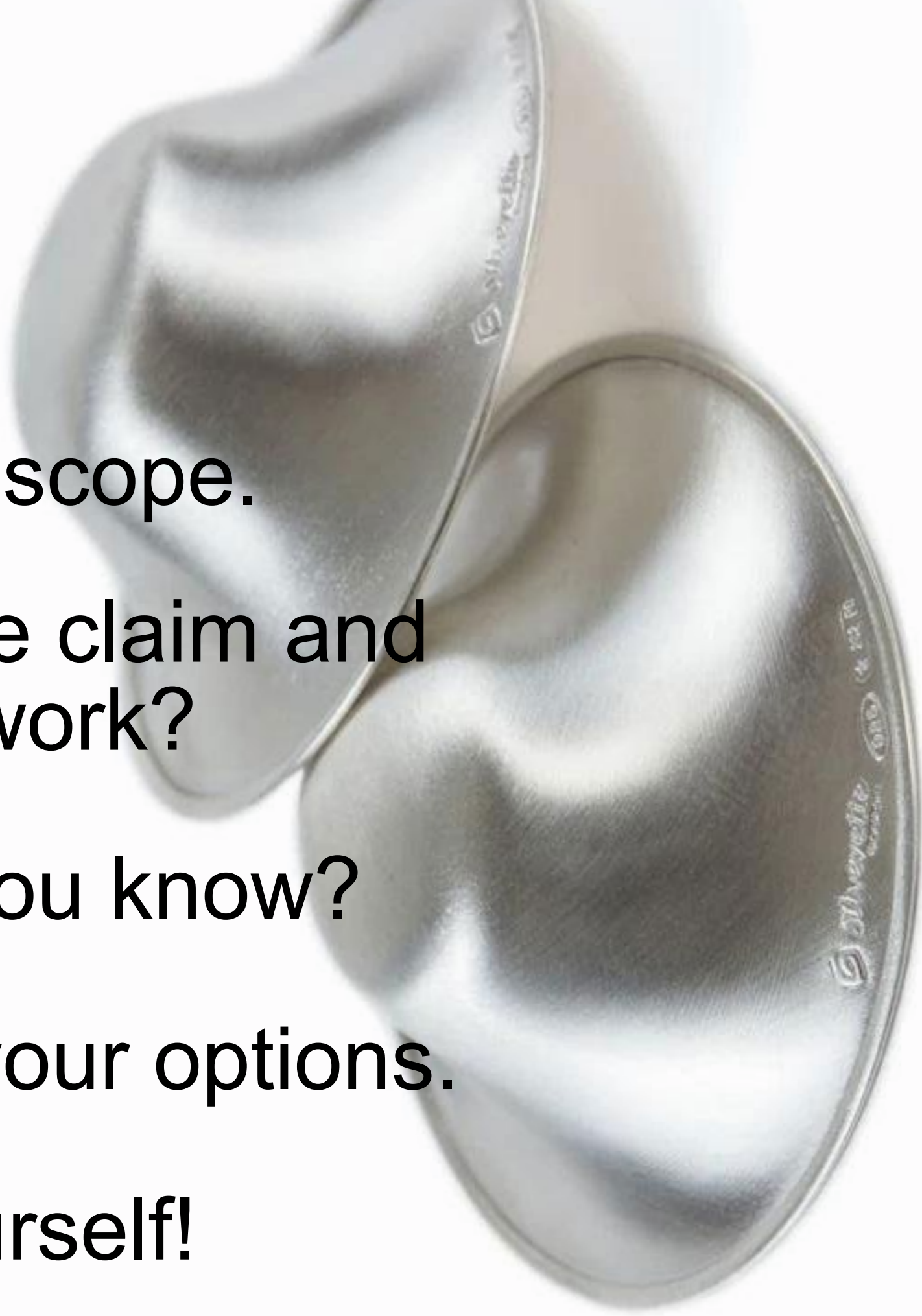






# Nipple caps

Your client has been struggling with nipple soreness since she left the hospital. The baby is 14 days old now, and Mom's nipples are raw and cracked. She asked her Facebook group for ideas, and she was told to try silver nipple caps to heal and soothe.

1. Mind your scope.
  2. What is the claim and how does it work?
  3. What do you know?
  4. Evaluate your options.
  5. Check yourself!
- 





# Nursing Pillows

Your client is 3 months pregnant and considering breastfeeding. She's not sure she'll be able to buy all of the supplies. A blogger that she follows posted a list of the most important baby supplies. The #1 nursing pillow is \$60!

1. Mind your scope.
2. What is the claim and how does it work?
3. What do you know?
4. Evaluate your options.
5. Check yourself!





# Organic Infant Formula

Your client has been struggling to exclusively breastfeed. She has done all that she is able to do to supply enough milk for her baby. Her mental health has suffered due to the stress. You have worked with her on a plan to supplement with formula. She has been researching formula, and has found a product that is very popular, is organic, and claims to be as close to breastmilk as possible.

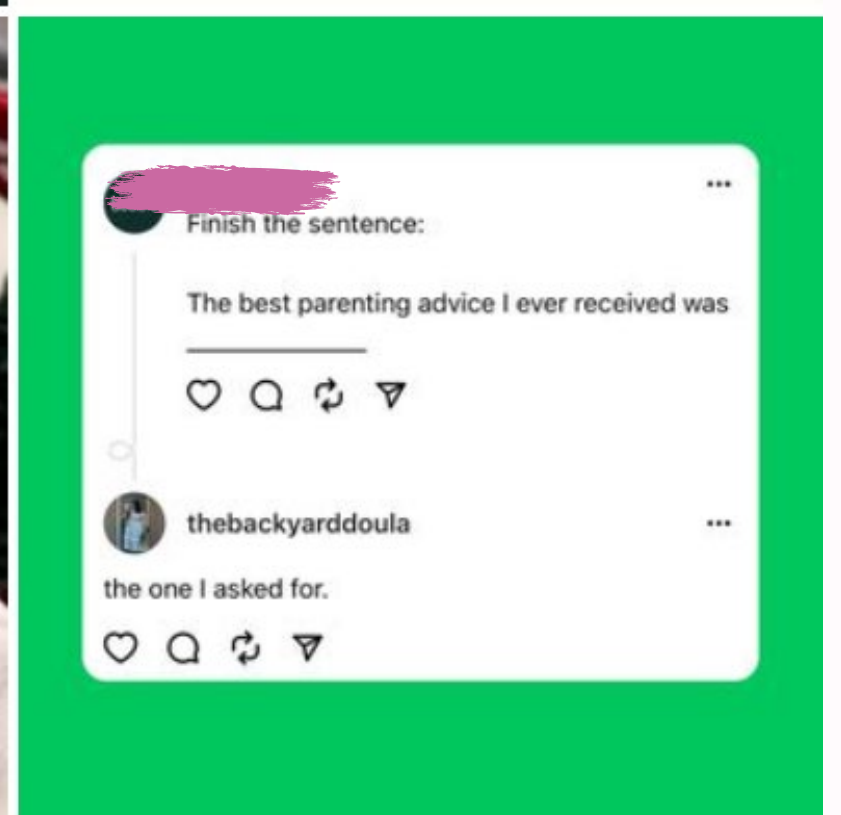
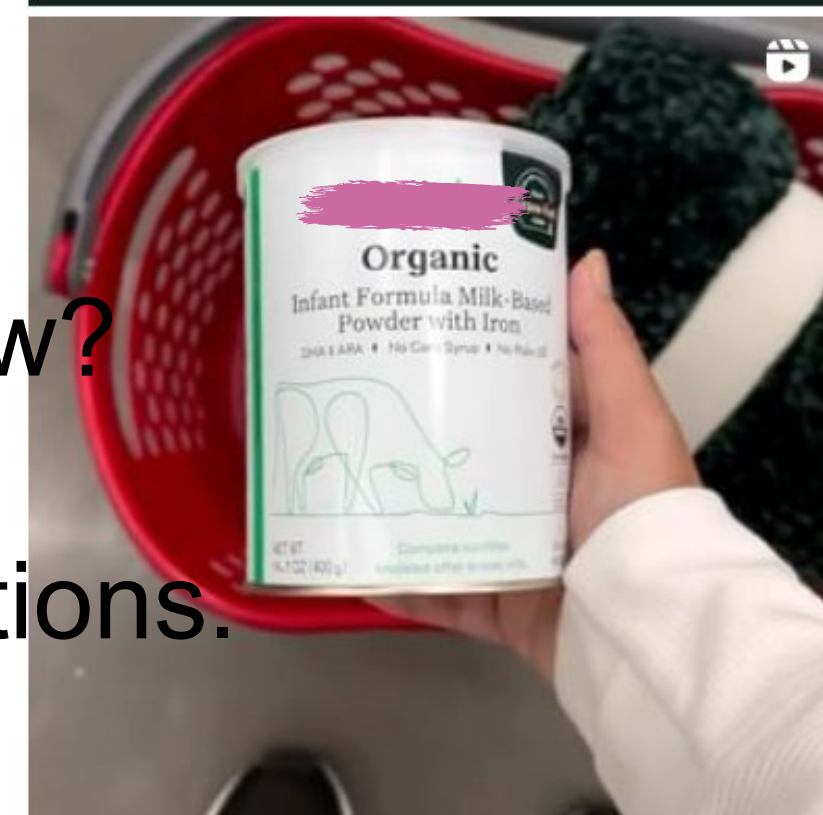
1. Mind your scope.

2. What is the claim and how does it work?

3. What do you know?

4. Evaluate your options.

5. Check yourself!







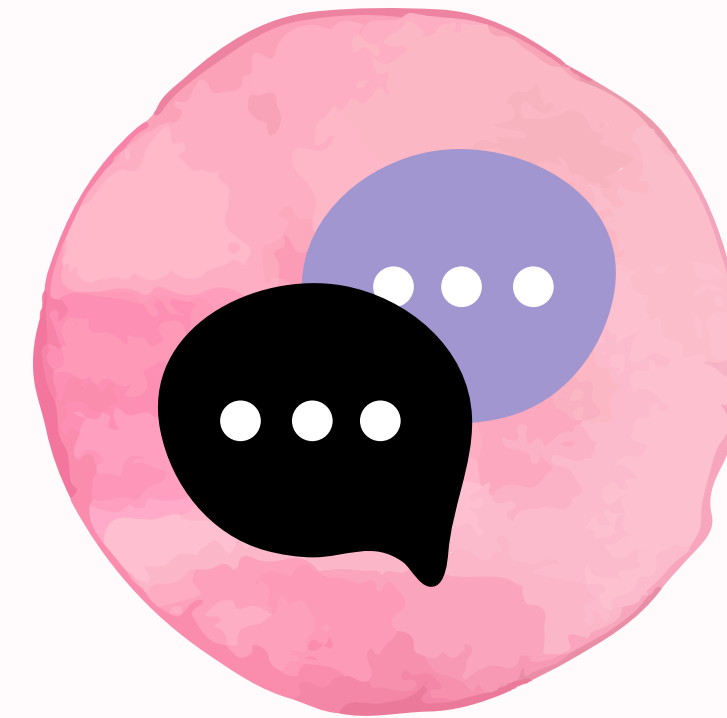
# Thank You!



**Hillary Meisenheimer, IBCLC**  
**Southern Seven Health Department**

Email:

[hmeisenheimer@s7hd.org](mailto:hmeisenheimer@s7hd.org)



## Discussion

How have you handled device recommendations and advice?

Are there any factors covered today that you hadn't considered before?

What impact do you think digital marketing will have on how families consider breastfeeding?