

HEINZ* Iron Enriched Rice Cereal is a popular first food as it has added iron which is important for normal brain growth and development.

HEINZ* Iron Enriched Rice Cereal is given on a spoon - NEVER in baby's bottle. It is important for baby to learn to take the food from a spoon and be able to move it to the back of the throat for swallowing. This is an important part of development. Adding rice cereal to a bottle will not help baby sleep through the night and only encourages baby to suck instead of learning to chew foods.

Infant nutrition is rapidly changing and every child deserves the best start in life based on the most up to date information.

How a baby and young child is fed in the early months and years has a bearing on their health as an adult. Many adult diseases could be attributable to poor nutrition during infancy and childhood.

So, just because things were done a certain way years ago, does not mean that it is the same today.



For personal advice on feeding baby, talk to your child health nurse. General information on baby feeding is available on www.heinzforbaby.com.au

For information on HEINZ* Baby Foods call the HEINZ* Baby Product Info-line 1800 633 333

This information has been written and produced by the Infant Feeding Advisory Service for H.J. Heinz Company Australia Limited. Locked Bag 57, Hawthorn 3122, Australia.



* Registered Trademark © Copyright H. J. Heinz Company Australia Limited

Information in this brochure is for educational purposes only.

No liability is accepted for loss or damage suffered as a result of a person acting thereon.

7587 7/03

What grandparents may need to know about Feeding Babies

Being a grandparent is a very exciting time – **without** as much responsibility.

This time around you can sit back and enjoy!

Grandparents can play an extremely important supportive role to the new parents, particularly to a new mother.

Feeding the new baby can cause anxiety in some new parents as they want to do their best for their baby.

Some things have changed in the past few years, so armed with some up to date knowledge you can be a valuable support person for the new parents.

www.heinzforbaby.com.au

response

Lv 2/47 Market Street
South Melbourne VIC 3205
T (03) 9690 2188 F (03) 9696 1058

DATE 28/7/03

JOB NO 7607

FILE NAME **HWIF PARENTS DL**

PROOF NO FINAL

PROGRAM QUARK 4.11

COLOURS

 CYAN

 MAGENTA

 YELLOW

 BLACK

SIZE

DL - 100mm x 210mm

FONTS

GOUDY, HUMANIST

Whilst Response Design makes every effort to ensure the accuracy of this artwork, the client accepts the responsibility for final checking and approval.

Designer Signature Date

Account Service Signature Date

Proof Reader Signature Date

Hungry babies

Around 6 weeks and 3 months of age there may be a growth spurt, when the baby requires extra food. Extra breast feeds for a couple of days will provide enough nourishment for the breast fed baby and stimulate breast milk production to meet the increased demand.

Babies should be fed 'on demand' when they are hungry or thirsty. Sometimes a baby may feed every 2–3 hours, other times 4–5 hours. It depends on how they feel.

Encourage the new mother to relax and feed her baby as required and on the advice of her child health nurse. Accept that things might be managed differently from your time as a new parent.

Spoiling baby

You cannot spoil a young baby by feeding too frequently - your baby knows what is needed.

Holding and comforting a crying baby is not 'spoiling'. It is important for bonding and the emotional needs of the baby (although it can be exhausting for parents and grandparents).

Breast feeding

The composition of breast milk varies. 'Fore' milk at the beginning of a feed may appear 'thin' and 'watery' and as the feed progresses, the 'hind' milk is produced which is higher in fat. Breast milk provides all the food and fluid that a young baby needs - NOTHING ELSE IS NEEDED until the baby is around 6 months old.

Encourage the new mother to drain each breast before changing to the other so that the baby receives both 'fore' and 'hind' milk.

Breast milk production is a continuous process and is **stimulated** by the baby suckling at the breast. If baby is hungry after only 2 hours, mother will have enough milk to feed her baby again.

Women breast feed for as long as it suits them and their babies. This may be from a few months to well past 12 months. Encourage the mother of your grandchild to breast feed as long as she chooses.

Women stop breast feeding for a variety of reasons and may continue if they feel supported.

Bottle feeding

Infant Formula is used when baby is not breast fed. Modern formulas are nutritionally balanced -

Baby needs nothing else.

Years ago baby's milk had to be produced in the kitchen by boiling cow's milk, adding milk sugar and boiled water. This meant that a baby needed other supplements such as orange juice for Vitamin C, as the feed was not nutritionally balanced. Today, this is not necessary.

When formula is used, it should be continued as baby's main milk drink until at least 12 months. Small amounts of cow's milk can be used with solids after 6 months.

Please Note: Breast feeding is best for babies. Maternal nutrition requirements increase during breast feeding. Before introducing infant formula, always seek professional advice, once bottle feeding has been commenced it is difficult to reverse the decision. Partial bottle feeding may also adversely affect breast feeding. Always use infant formula as directed because improper use can affect the health of the infant. Always consider the social and financial implications before selecting a method of infant feeding.

First foods

There is no rush to begin solids as baby is well nourished with breast milk or formula.

At the right stage of baby's development, mother will be advised by her child health nurse to introduce solids - usually around 6 months.

Don't feel tempted to suggest solids just because that is what you did with your children and don't fall into the trap by saying 'you had such and such and you turned out OK'.

Remember to enjoy your new grandchild and support the new parents as much as you can and encourage parents to regularly visit their child health nurse. Allow the new parents to make their own decisions and if your advice is needed, make sure the information that you give is right for today.