



ILCA Print and Multimedia Reviews September 2008 - Available at www.ILCA.org

Better Breastfeeding: Your Guide to a Healthy Start

InJoy Productions, Inc, 2008

DVD or VHS, English or Spanish, 25 minutes, US\$159.95

Orders: InJoy Videos, 7107 La Vista Place, Longmont, CO 80503 USA

Tel: 1-800-326-2082 or 303-447-2082

E-mail: custserv@injoyvideos.com

URL: www.injoyvideos.com

This video was created with the help of ILCA and covers all the latest updates in research including the new breast anatomy, the use of an asymmetrical latch and the AAP's guidelines for duration of breastfeeding. The video nicely depicts parents from various cultures and settings. It is user friendly, allowing one to watch the video from start to finish, or to just click on the chapters desired. The chapter selections are: How Breastfeeding Works, Latching On and Positioning, When to Feed Your Baby, How Much Is Enough, Breast Care, and Breastfeeding Lifestyle. Parents are frequently encouraged to get hold of their local lactation consultant for additional help.

Each chapter is introduced with a line drawn sketch that morphs into a color photograph. Instructional slides, animated clips, and live footage combine pleasant visual appeal with effective teaching. For example, stacks of diapers represent the number of bowel movements that are expected for the first five days and the corresponding stool color appears on a horizontal bar underneath each stack. Interspersed throughout are short pieces entitled *That's Amazing* that present nuggets of useful information to parents. For example, the high feeding frequency of the early days is explained with illustrated teaspoons representing the volume of baby's stomach in the early days.

The material covered is vast in amount and correct in content, but seems to be lacking in format. I watched the video several times because I frequently found myself tuning out the instructive narration as I was more interested in watching the parents interact with their babies. Insertion of parents asking a question followed by a lactation consultant's response at judicious times may break the visual spell of the beautiful video clips and help the information to imprint on memory more effectively.

This video will be most effective as a supplement or reinforce breastfeeding instruction, watching individual chapters after discussing the content. Utilized in such a manner will make this DVD a must have!

Linda Hill, RN, IBCLC
Austin, Texas USA