

- Title** Effect of Promoting Formula Milk for Toddler and Pregnant as Well as Breastfeeding Mothers on the Breastfeeding Practice
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Aim

To review the evidence on the effect of promoting milk formula for toddler, pregnant or breastfeeding mothers on breastfeeding practice.

Conclusions and results

A total of 199 titles were identified through the Ovid interface and PubMed. However, most of the articles focused on the effect of promoting infant formula on breastfeeding practice. There were one cross-sectional survey and one qualitative study which found that the advertising of toddler formula appeared to be functioning as a de facto advertising for infant formula and it was positioned as a competitor to breastfeeding, rather than to other brands.

There was no retrievable evidence that evaluate the direct effect of promoting toddler, pregnancy and breastfeeding formula on breastfeeding practice.

Recommendations (if any)

Based on the above review, research is warranted to ascertain the relationship between promoting formula milk for toddler, pregnant and breastfeeding mother and the breastfeeding practice.

Methods

Electronic databases searched through the Ovid interface: MEDLINE® In-Process and Other Non-Indexed Citations and Ovid MEDLINE®1946 to present, EBM Reviews – Cochrane Central Registered of Controlled Trials, EBM Reviews – Database of Abstracts of Review of Effects, EBM Reviews – Cochrane Database of Systematic Reviews, EBM Reviews – Health Technology Assessment, EBM Reviews - NHS Economic Evaluation and Embase. Searches were also run in PubMed and other websites including World Health Organisation, US FDA, INAHTA and MHRA. Google was used to search for additional web-based materials and information. In addition, a snowballing method of retrieving the articles through the reference list was also carried out. Relevant articles were critically appraised and evidence graded using US/Canadian Preventive Services Task Force. Last search was conducted on 27 May 2014.

Further research/reviews required

The effect of promoting milk formula for toddler, pregnant or breastfeeding mothers on breastfeeding practice is yet to be determined.

Written by

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