



Breastfeeding or the bottle and pacifier in the socialization of children.

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Brief Biography

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Abstract

Today's children will be mothers in the future, who will either breastfeed or bottle-feed their babies. The pacifier and the baby bottle play a significant role in the socialization of children; by contrast, breastfeeding unfortunately plays a limited role. Sadly, one can scarcely buy a baby doll without a pacifier and a baby bottle. Not only dolls but animal babies as well (birds too!) are sold with a baby bottle. These toys are pictured like this in advertisements. Little girls give their toy babies a bottle. If these were real baby bottles, they would violate the Code (Art.5) because they idealize bottle feeding and, in this way, can undermine breastfeeding in the future. Currently such toys can be advertised without their negative effect on future breastfeeding being mentioned (not even by WHO/UNICEF). Children learn through play how they will behave as adults. A girl who has fed her baby doll by bottle during her childhood will more easily reach for the baby bottle and pacifier as an adult.

Many children's books and cartoons would also violate the Code if it were observed exactly because they idealize bottle feeding and present it as the norm. In some children's books, it is not only human babies who get a bottle but also the mammals – in some cases even birds! Children who do not know any breastfed babies in their environment have almost no opportunity to find out anything about breastfeeding or mother's milk. I will show some negative and positive examples.

Our congress participants are, thus, asked to jointly find an international strategy to change the current tendency. If children's book authors and illustrators were provided with some explanation of the issue it might be possible to present breastfeeding as the norm rather than presenting the baby bottle and pacifier as a symbol for babies and infant feeding. The education of parents and teachers could also lead to their consciously selecting such books (fairy tales, poems, etc.) for children in which breastfeeding the children is positively presented.



Bibliography

Some negative examples:

Bourgeois, Paulette and Clark, Brenda: Franklin and the Baby (1999) Toronto, Canada
Burnhoff, Jean de: Babar en famille (1966) Hachette, Paris
Langreuter, Jutta: Der kleine Bär bekommt ein Geschwisterchen (1993) München
Loiseau, Anne-Francoise La merveilleuse Sissi – Une jeune fille espiègle, Une jeune fille amoureuse. (1998)
Louhi, Kristina: Meidän Tomppa (1993) Suomi
Macskássy Gyula és Dargay Attila: A telhetetlen méhecske. budapest
Miler, Zdenek: Krtek a orel (1996) Praha
Miler, Zdenek: Krtek a maminka (2002) Praha
Scarry, Richard: What Do People Do All Day? (1976) New York
Scarry, Richard: Richard Scarry's Funniest Storybook Ever (1972) New York

Some positive examples:

Bartos Erika: Anna, Peti, Gergő. Annakönyv - A kezdetek (2009) Pécs. Alexandra Kiadó
Brann, Christian: Charlie struggles mouse life, London
Lindgren, Barbro: Nu har Kalle fatt en liten syster (1970) Stockholm
Monchaux, Marie-Claude: Bébé année zéro (1971) Paris
Seitz, Edith: Busi sagte Henriette (2001) Deutschland