

SCORE SHEET FOR EVALUATING BREASTFEEDING EDUCATIONAL MATERIALS

TITLE: _____ DATE OF EVALUATION _____

AUTHOR: _____ PRODUCER/SPONSOR: _____

AVAILABLE FROM _____

MEDIA: Pamphlet () Video () Book () OTHER _____ () LENGTH _____ PRICE _____

PURPOSE: Motivate () Instruct () Solve problems () Collect/store milk () OTHER _____

INTENDED AUDIENCE: Prenatal () New Parents () Professionals () OTHER _____

POSITIVE FEATURES / CORRECT	✓	NEGATIVE FEATURES / ERRORS	✓	COMMENTS
SUPPLY <i>"Milk-making is easy"</i>		SUPPLY <i>"You might not have enough"</i>		
Breastfeed soon after birth		First feeds delayed, unimportant		
Stay together 24-hrs, no separation		Separation normal, expected		
Nurse often, no limits on frequency		Scheduled feeds expected, described		
Follow baby's cues, let baby end		Mother ends feed, prescribed length		
All sucking at breast, no pacifiers		Other sucking objects OK, expected		
Exclusive human milk feedings		Supplements encouraged, expected		
Reassuring signs of intake- stools, urine, satiation, weight gain		Absence of reassuring signs of intake, hints of insufficiency		
COMFORT <i>"Breastfeeding is pleasant"</i>		COMFORT <i>"Breastfeeding is unpleasant"</i>		
Correct Latch-on and positioning		Incorrect or no info on positioning		
Early intervention if painful		"Pain is normal" messages		
Diagrams, photos correct and clear		Photos, diagrams incorrect or unclear		
HEALTH <i>"BF protects baby and mom"</i>		HEALTH <i>"BF doesn't really matter"</i>		
Species-specific nutrition		Animal, plant milks "equivalent"		
Mom's diet fairly unimportant		Elaborate rules for mom's diet		
Lactation good for mother		Lactation unrelated to mom's health		
Specific protection from disease		No mention of protective aspects		
Good health presented as normal		Good health seen as an "advantage"		
Reduction in fertility		Fertility impact ignored		
Breastmilk safer than other products		Hints at "polluted" breastmilk		
Milk supports brain functioning		Cognitive issues ignored		

SOCIAL <i>"Baby and mom belong together"</i>	SOCIAL <i>"Baby is inconvenient to mom"</i>		
Baby can trust mother to meet needs	"Baby is manipulative" messages		
Mother can trust baby for cues	Mother has total control of feeding		
Closeness desirable and normal	Distancing expected, encouraged		
Mom's relationship with baby unique	Emphasis on other family members		
Clear message: exclusive BF 6 months	Supplements expected		
Clear message: continue 2+ years	Early weaning expected		
Clear message: BF is more than food	Emphasis on "nutrition"		
PRESENTATION <i>"BF is fun and easy"</i>	PRESENTATION <i>"BF is a hassle"</i>		
Visual and auditory congruence	Visual, auditory tracks dissonant		
Accurate, positive images at breast	Incorrect, negative images at breast		
Comfortable pace & amount of info.	Hectic pace, sensory overload		
Appropriate language, scenes	Inappropriate language, scenes		
Narration positive, clear & direct	Language "tricks," mixed messages		
PACKAGE <i>"We want you to keep BF"</i>	PACKAGE <i>"We profit if you stop"</i>		
No \$\$ profit if breastfeeding fails	Profit \$\$ if baby NOT at breast		
No product advertisements	Emphasis on products "needed"		
Reasonable price (not "free")	"Free" to user unless made with public funds		
Complies with WHO International Code	Violates WHO International Code		
OTHER	OTHER		
TOTAL POSITIVE FEATURES	TOTAL NEGATIVE FEATURES/ERRORS		

OVERALL IMPRESSION: _____

ERRORS NEEDING CORRECTION: _____

ESPECIALLY GOOD POINTS: _____

SUITABLE FOR: _____ **UNSUITABLE FOR:** _____

EVALUATOR _____ Title _____

EVALUATOR _____ Title _____

EVALUATOR _____ Title _____