Video Reviews

Breastfeeding Videos Offer Reliable Information and Vivid Images

Reviewed by Sonyia Elder, RNC, IBCLC, LCCE

SONYIA ELDER is a Perinatal Clinician, Outreach Educator, and Lactation Consultant in the OB-GYN department of the Medical College of Virginia at Virginia Commonwealth University in Richmond, Virginia.

“Breastfeeding: The Why-To, How-To, Can-Do Videos”

A two-part video set containing “Tape 1: Breastfeeding: The Why-To, Can-Do Video” and “Tape 2: Breastfeeding: The How-To, Can-Do Video.” Produced by Vida Health Communications (1999). Available from Vida Health Communications, 6 Bigelow Street, Cambridge, MA 02139.

This two-part modular teaching program is focused on educating clients. It begins with the *Why-To*, a review of how breastfeeding benefits both baby and mom. A noteworthy amount of cultural and ethnic diversity is depicted, as well as mothers of varying ages discussing their concerns and questions regarding their decision to breastfeed. The reviewer particularly enjoyed a teen mother talking about her ability to bond with her breastfed infant. Some pertinent questions included issues related to body image and modesty. Fathers and grandmothers are also included in the discussions. The information presented was factual (literature based), yet easy to understand. The video is comprehensive in its coverage of the benefits of breastfeeding from the WIC client to professional mothers. A variety of health care providers shown throughout the video demonstrate that families can obtain reliable breastfeeding information in a multitude of places. The first section ends with an exciting first trip to the breast for a brand-new baby.

Where the first section ends, the second, titled *How-To* picks up beautifully with a quick, though lovely birth scene. Concise, thorough breastfeeding basics are reviewed and demonstrated. There are many opportunities for the viewer to see clear visuals of babies at breast and

learn from them. This segment covers all those concerns mothers have in the first days of learning to breastfeed. One segment shows a mother describing the feeling she has when her infant is at the breast as "Awesome!" That is an excellent word to describe this two-part video program as well.

Included in the *How-To* is a brief 5-minute module aimed at fathers, and how they can encourage, assist, and be part of the breastfeeding experience—a nice touch to an already engaging video series.

"The Clinical Management of Breastfeeding for Health Professionals"

A two-part video set containing "Part I: The Science and Art of Breastfeeding" and "Part II: Putting It All Into Practice." Co-produced by Vida Health Communications and the Association of Women's Health, Obstetric, and Neonatal Nurses (1999). Available from Vida Health Communications, 6 Bigelow Street, Cambridge, MA 02139.

This film states that printed guidelines are included, and the viewer may follow along with the corresponding

numbered segments of the video. These printed guidelines were not included with the cassettes and, therefore, are not part of the review.

The first section gives a thorough review of the history, cultural aspects, and technology associated with breastfeeding and its many benefits. There is an appropriate amount of ethnic diversity throughout the video, as well as a much-needed variation in the ages of breast-fed infants. Of note are excellent sonographic images of an infant suckling at the breast. These images flash by too quickly, which left this viewer hungry for more.

The second part of this film is a disappointment. Most information is anecdotal, given by health care providers in an office setting. Research-based practice is not discussed, and minimal interaction is depicted between the breastfeeding dyad and the professional. This section does give a comprehensive review of the American Academy of Pediatrics' breastfeeding guidelines, but does little to demonstrate actual techniques for assisting mothers to breastfeed their infants.

Despite the noteworthy portions in the first section, both videos drag on, which left this viewer eager to fast forward to the next topic. As much as this reviewer enjoyed the ultrasound images of the baby at the breast, she believes better videos are available.

Information for Authors

Manuscripts and correspondence should be addressed to: Sharron S. Humenick, Editor; *The Journal of Perinatal Education*; VCU – School of Nursing; P.O. Box 980567; 1220 East Broad Street; Richmond, VA 23298-0567. E-mail address: shumenick@hsc.vcu.edu.

Categories of invited manuscripts include "practice-ready" articles, including reviews; **perinatal issues articles**; **obstetrical practice articles** which describe noninvasive and physiological approaches to childbirth and feature exemplary maternal-newborn services; **clinical research articles** with implications for perinatal education (these typically include an introduction, literature review, methods, results, discussion, and implications for practice); **letters to the editor** of 300 words or less; and **creative submissions** such as poetry, photos, and drawings.

Manuscripts should be double-spaced with 1½-inch margins. Pages should be numbered and manuscripts limited to 15 pages. Reference lists, tables, and figures should be typed on separate pages. Photographs and artwork are encouraged with submitted articles. Manuscripts may be submitted by E-mail attachment. If mailed, articles must be submitted in triplicate and included on a 3.5-inch IBM formatted disk. Provide a title page with all authors' full names, degrees, and academic or professional affiliations; an abstract of up to 75 words; and three to five key words.