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## breastfeeding: why-to



### BECAUSE WOMEN NEED TO KNOW MORE ABOUT BREASTFEEDING BEFORE THEY CAN MAKE AN INFORMED DECISION ABOUT INFANT FEEDING

A motivational program outlining the health benefits of breastfeeding that gives women the information they need to make an informed decision about infant feeding. This program dispels myths and stereotypes and presents breastfeeding as an important first health decision for parents. Using contemporary, documentary footage, upbeat animation and music, new parents get the message that, while breastfeeding may take some practice, it is well worth the effort.

Modules include:

- Benefits to baby
- Benefits to mom (and dad)
- Breastfeeding and body image
- Modesty and ease
- Prenatal preparations
- Keys to success

**Perfect for Prenatal Classes.** In just under 20 minutes this program makes a persuasive case for giving breastfeeding a try.

**GREAT FOR PATIENT GIVEAWAYS!** Send every patient home with a copy of **Breastfeeding: Why-To** for as little as \$4.95 in quantity. Contact us for details regarding minimum purchase requirements.

Produced in partnership with the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN).

#### AWARDS

APHA Video Festival Selection  
Cinema in Industry (Cindy)  
Health Sciences Communications Assoc.  
Nat'l Educational Media Network  
National Health Information Awards  
Parents Choice Award  
Time, Inc. Health (Freddie)

#### PROGRAM DETAILS

Released 1998  
Classroom license \$175  
English, 1 DVD or VHS, 19 mins  
Spanish, 1 VHS, 19 mins

#### HOW TO ORDER

This program is available for free 30-day preview. Simply select the preview option when placing your web order. Your credit card will not be charged unless you keep the program beyond the preview period. Purchase orders may be faxed to 617-864-7862 and must include all product information, including price, with the words "**for 30-day preview**" clearly indicated. Preview orders are shipped free-of-charge by UPS ground.

**"...clearly demonstrates what new parents need to know with images and lots of helpful dialogue...It can be watched again and again learning something new each time."**

- Ruth Lawrence, MD, Professor of Obstetrics and Pediatrics, University of Rochester, author of *Surgeon General's Report on Breastfeeding and Human Lactation*

#### About Vida Health Communications

Since 1985, Vida Health Communications has been working to improve the health of women, children and families through the production and distribution of evidence-based educational media for clinical, patient and lay audiences. Working in partnership with federal health agencies, researchers and leading medical professional groups, Vida translates complex research into practical, media-based training using DVD, CD-ROM, Internet and linear video technologies. For more information please visit our website.