

baby scale to reach the 6-month mark so it can start its advertising campaign.

The **Code in Cartoons** does not mince words. Statements such as "No wonder . . . bottle feeding cause . . . dehydration and DEATH!" (p 4) and "All kinds of dirty tricks are used" (p 6) will appeal to some for their frankness and offend others for their boldness. Too many statements such as "breastfed babies are more intelligent" (rather than nonbreastfed babies are less intelligent) suggest artificial feeding as the standard. Nevertheless, the core message is unequivocal.

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### **The State of the World's Children 2001**

Carol Bellamy

116 pages, illustrated, (US)\$12.95

French- and Spanish-language versions also available  
Orders: United Nations International Children's Emergency Fund, Editorial and Publications Section, Division of Communication, 3 UN Plaza, New York, NY 10017 USA

Tel: (212) 326-7513

E-mail: [pubdoc@unicef.org](mailto:pubdoc@unicef.org)

URL: [www.unicef.org](http://www.unicef.org)

**The State of the World's Children 2001** focuses on early childhood development (ECD), from birth to age 3, as the critical period to maximize cognitive and social potential. Breastfeeding is an integral part of the nutrition component of the ECD aid programs. The report consists of case studies of ECD programs in different nations, interwoven with the discussion of the interaction of early childhood care with social problems such as domestic violence, war, poverty, and gender inequality. Graphs, charts, and maps show that many of these problems can be overcome by providing support and education to parents to assist them in raising their young children. Statistical tables of early childhood indicators such as mortality rates, primary school enrollment rates, and immunization rates are included for each nation. Unfortunately, the table most interesting for lactation professionals is missing data on breastfeeding rates at different ages for many nations. Overall, this publication is interesting reading for anyone involved with families with young children worldwide.

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### **The Crazy Makers: How the Food Industry Is Destroying Our Brains and Harming Our Children**

Carol Simontacchi

Jeremy P Tarcher/Putnam, 2000

300 pages, (US)\$24.95, hardcover

Orders: Putnam Special Markets, 375 Hudson Street, New York, NY 10014 USA

[www.TheCrazyMakers.com](http://www.TheCrazyMakers.com)

Two chapters in this book may interest lactation consultants: ***Building the Infant Brain*** and ***Nourishing a Baby's Brain***. The author offers excellent support of breastfeeding and correctly depicts the food industry's part in undermining breastfeeding promotion. Although there are some valid concerns discussed and some good basic information on infant brain development, nearly all the footnotes indicate the information is a distillation of newspaper articles, newsletters, and other books. An example of the statements freely made without a footnote is, "High levels of estrogen with low zinc levels can reduce the bonding instinct in the mother" (p. 81).

This book is written for a lay audience by a certified clinical nutritionist who has a radio program aired on 50 stations. Although certified clinical nutritionists are usually valid adjuncts to health care, this book relies too heavily on unsubstantiated statements to be recommended for lactation consultants.

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### **Videos**

#### **Because You're Pregnant**

Vida Health Communications and Pampers Parenting Institute, 2000

VHS, 30 minutes, (US)\$195

Orders: Vida Health Communications, 6 Bigelow Street, Cambridge, MA 02139 USA

Tel: (617) 864-4334 or toll free (800) 550-7047;

Fax: (617) 864-7862

URL: [www.vida-health.com](http://www.vida-health.com)

**Because You're Pregnant** provides basic pregnancy health information for a waiting room at a doctor's or midwife's office, a maternity care facility, or a WIC clinic. The language is simple and straightforward without talking down to the viewer, which makes the film particularly effective for teens and people of an elementary educational background. The mothers profiled