



HEALTH EDUCATION FOCUSED ON CHILDREN'S HEALTH CARE: EXPERIENCE REPORT OF A HEALTH FAIR

EDUCAÇÃO EM SAÚDE VOLTADA PARA ATENÇÃO À SAÚDE DA CRIANÇA: RELATO DE EXPERIÊNCIA DE UMA FEIRA DE SAÚDE

EDUCACIÓN PARA LA SALUD ORIENTADA A LA SALUD INFANTIL: INFORME DE EXPERIENCIA DE UNA FERIA DE SALUD



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ABSTRACT

Objective: To report on the experience of health education focused on child growth and development at a health fair.

Method: This is a descriptive, experience-based study of health education focused on important aspects of child growth and development, using the Humanescent Experiential Pedagogy methodology, conducted at a health fair.

Results: Based on their experiences, participants discussed the importance of well-child visits, assessment of developmental milestones, provision of vaccines, vitamins, and nutritional supplements, and guidance on breastfeeding and the introduction of solid foods.

Conclusion: Health education proved to be an important tool for health promotion and care, crucial for healthy growth and development.

Keywords: Health Education. Comprehensive Child Health Care. Childcare. Breastfeeding. Food Introduction.

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RESUMO

Objetivo: relatar experiência de educação em saúde voltada para atenção ao crescimento e desenvolvimento da criança em uma feira de saúde.

Método: trata-se de um estudo descritivo, do tipo relato de experiência, sobre educação em saúde voltada para aspectos importantes para o crescimento e desenvolvimento adequado da criança, sob a metodologia da Pedagogia Vivencial Humanescente, realizada em uma feira de saúde.

Resultados: foram discutidos com os transeuntes, a partir de suas experiências, importância das consultas de puericultura, avaliação dos marcos de desenvolvimento, oferta de vacinas, vitaminas e suplementos nutricionais, orientações sobre aleitamento materno e introdução alimentar.

Conclusão: a educação em saúde mostrou-se um importante instrumento de promoção e cuidado à saúde, de suma importância para um crescimento e desenvolvimento saudável.

Palavras-chave: Educação em Saúde. Atenção Integral à Saúde da Criança. Puericultura. Aleitamento Materno. Introdução Alimentar.

RESUMEN

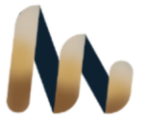
Objetivo: Informar sobre la experiencia de educación para la salud centrada en el crecimiento y desarrollo infantil en una feria de salud.

Método: Estudio descriptivo y experiencial sobre educación para la salud, centrado en aspectos importantes del crecimiento y desarrollo infantil, utilizando la metodología de la Pedagogía Experiencial Humanescente, realizado en una feria de salud.

Resultados: Con base en sus experiencias, los participantes debatieron sobre la importancia de las visitas de control, la evaluación de los hitos del desarrollo, la administración de vacunas, vitaminas y suplementos nutricionales, y la orientación sobre la lactancia materna y la introducción de alimentos sólidos.

Conclusión: La educación para la salud demostró ser una herramienta importante para la promoción y el cuidado de la salud, crucial para un crecimiento y desarrollo saludables.

Palabras clave: Educación para la Salud. Atención Integral a la Salud Infantil. Cuidado Infantil. Lactancia Materna. Introducción a la Alimentación.



1 INTRODUCTION

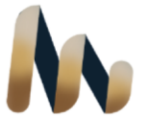
The promotion of children's health is, in addition to an urgency due to the preservation of future generations, a social responsibility, since children are part of a population of greater vulnerability, are totally dependent on the care of parents, family and society and have possible impacts in the future, which makes us reflect on the necessary protection and promotion of the health of this population, to reflect on healthy adults who are able to live together properly (Brasil, 2018).

Child health care has had its milestone in public health since the emergence of the National Policy for Comprehensive Child Health Care (PNAISC), in which the importance of consolidated care for this public was recognized through the articulation of actions at all levels of care, understanding that adequate care for children begins from the care during pregnancy, during prenatal consultations, care for the newborn, as well as integration with actions developed in primary care, such as neonatal screening, immunization, encouragement of exclusive breastfeeding, guidance on food introduction, monitoring of the child's growth and development, early diagnosis and treatment of chronic diseases, qualified care for children in situations of vulnerability, violence or neglect, among others (Brazil, 2018).

Primary care within the scope of the Unified Health System (SUS) is considered one of the main gateways to health services, therefore, responsible for the longitudinal monitoring of children's health through health promotion and prevention, care and rehabilitation actions developed by a multiprofessional team. From this perspective, this care that begins, in some cases, even before conception for those women who plan pregnancy and continues for a long period of the child's life, health education is shown to be an important instrument, essential for the dissemination of knowledge in a way that is capable of modifying concepts and transforming ways of acting in health, which provides better quality of life and protagonism of care.

In the context of child health, health education keeps parents and the community aware of children's rights, makes them co-responsible for their health, making them aware of the care needed for the newborn, the child, for adequate growth and development, oriented to identify signs of abnormality and, mainly, to access the care network aimed at this public. In view of the above, we sought to disseminate information at a health fair about the importance of monitoring the child in childcare consultations, which includes anthropometry assessment, developmental milestones, vaccination, supplementation, breastfeeding and food introduction.

2 METHOD



This is a descriptive study, of the experience report type on health education focused on child health care with a focus on the care necessary to provide healthy growth and development. The action reported in this study is the product of a health fair organized by the graduate class *lato-sensu* in Collective Health at the State University of Southwest Bahia (UESB), based on provocations of the Health Education discipline, in which it was planned to work on themes in the scope of child health, women's health, elderly health, mental health, oral health, promotion of physical activity, first aid (Lucas Law) and prevention against dengue. A space was reserved for each thematic group in the university's circulation area and we had as a target audience passersby, composed of professors, students from various courses offered by the institution, local employees and service providers.

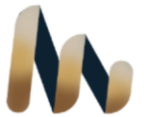
The materials used were an exhibition of an informative banner on the aspects evaluated and guided in childcare consultations according to age, offer of folders on breastfeeding and food introduction, personalized doll and apron to demonstrate latching on and breastfeeding, exhibition of healthy and indispensable foods for consumption in childhood and in addition to visual and physical material, the teaching technology Humanescent Experiential Pedagogy (HPP) was used, based on the theory of meaningful learning.

PLWH is a methodology that enables the construction of knowledge from the rescue and valorization of their experiences, so that individuals can develop their critical-reflective capacity for the resignification of knowledge, which makes the learning process more pleasurable and effective, for this, in the approach, passersby were asked about their experiences with child care, what they believed to be adequate/inadequate for child growth and development and their main doubts, in order to direct the dialogue. Then, the participants were offered an evaluation card, respecting anonymity, with space for suggestions for future health education actions (Silveira *et al*, 2015).

It is noteworthy that this study respected all ethical and legal aspects in research with human beings, as recommended by Resolutions 466/2012 and 520/2016.

3 RESULTS AND DISCUSSION

During the presentation of the health fair, the importance of the theme of breastfeeding was observed by passers-by who recognized the benefits of breast milk and experiences related to its offer, but not exclusively, because, at times, they brought complementation through formulas, water supply and early food introduction, Rocha et al., 2018 states that the cultural values passed on by friends and family help in the process of the mother's perception of breastfeeding or not exclusively until 06 months.



In view of this, the theme was addressed by the team according to the guidelines of the Ministry of Health and international bodies such as WHO and Unicef. Initially, guidance on exclusive breastfeeding up to 06 months of life was explored, as it is complete for the newborn, is easily absorbed and promotes better growth and development, and non-complementation without medical guidance and/or indications is encouraged.

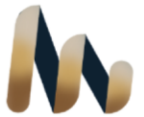
A posteriori, the myth that there is weak milk (which according to the literature corresponds to the popular ones because it relates the child's crying with low milk production, according to Rocha et al.2018), exploring that breast milk contains all the nutrients necessary for post-birth life processes, being exclusive until half a year of age, and its importance until 24 months.

Then the phases of breastfeeding, the ideal latching process, as well as the importance of this moment to strengthen bonds, which according to Polido 2011 exchanges between mother and child, resignify the process of exclusive breastfeeding is a moment of deep connection with the child, strengthening self-confidence and bringing satisfaction to the woman, where breastfeeding mothers seem to be more responsive to the child's signals during the beginning of life. In this action, the advantages for the woman were highlighted, such as: reduction of the risk of postpartum bleeding, no cost, and assistance in the process of weight loss in the puerperium.

Rocha et al., 2018, highlighted the influence of information from health professionals and the media, which enhance the biological benefits of breastfeeding, helping women to repeat the discourse, perpetuating this knowledge in their network, thus observing how grandiose the approach to this theme is in the health education process.

It is important to highlight that Breastfeeding is known to be fundamental in the process and success of the baby's development and feeding, respectively, since in addition to promoting a powerful interaction between mother and child, Exclusive Breastfeeding (EBF) promotes repercussions throughout hemodynamics, being able mainly to fight infections, diarrhea and allergies, and also promotes a reduction in the future chances of childhood obesity, hypercholesterolemia and Diabetes Mellitus (DM) in addition to promoting better cognitive and emotional development. It is important to highlight that in addition to the numerous benefits of breastfeeding, this is a sustainable food source that does not require energy, transportation and/or storage for its production (Brasil, 2024).

The World Health Organization (WHO) and the Ministry of Health (MS) recommend that breastfeeding be exclusive until 6 months of life, since breast milk provides the development of ideal nutritional peculiarities for the various stages of the child's life (Alves, Oliveira and Rito, 2018). In addition, both advocate that this becomes a fundamental practice



for the health and well-being of children around the world, with a view to also reducing neonatal mortality, which occurs up to the 28th day of birth, demystifying the myth that breast milk is not enough. (Brazil, 2020; WHO; 2021).

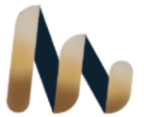
In this sense, and although there is a range of authors and authorities highlighting the importance of breastfeeding, although it is a natural experience, it still presents some challenges to be overcome, as well as incorrect latching, the appearance of mastitis, low milk production and breast engorgement. In this regard, both organizations provide guidance on the correct breastfeeding techniques, as well as the proper positioning and frequency with which feedings occur, techniques are made available, in order to ensure successful breastfeeding and the bond well established through health professionals and breastfeeding support groups (PAHO, 2022).

The knowledge of proper latching on in breastfeeding is still considered current, since the ability was very much based on instinct, since before it was not necessary to learn a breastfeeding technique, which was guided only by the biological sphere. However, due to the loss of customs, this technique has become necessary in our environment, since the way of breastfeeding is more complex for human beings, as it is influenced by both biological and sociocultural influences (Santiago, Santiago, 2014).

The influence of information from health professionals and the media enhances the biological benefits of breastfeeding, helping women to repeat the discourse, perpetuating this knowledge in their network, thus observing how great the approach to this theme is in the health education process (Rocha, 2018).

It is important to highlight that the main difficulties faced in breastfeeding are generally related to errors in the correct breastfeeding technique, which is covered by a series of general circumstances and positions that involve everything from the baby's contact with the mother's body, to the correct latching on of the nipple and areola, because as the baby is able to have better contact with the nipple and areola, Sucking happens effectively and emptying is adequate and without injuries, milk extraction occurs correctly, and therefore increases breast milk production. It is important to report that inadequate breastfeeding technique corroborates the appearance of nipple wounds, as well as infections, mastitis and decreased production (Santiago, Santiago, 2014).

Regarding the proper latch for breastfeeding during the health fair, the mothers were able to partially demonstrate the technique, requiring few adjustments, such as, for example, directing the baby's abdomen towards the mother's abdomen. Then, the team demonstrated the ideal shape through the use of dolls, which according to the literature occurs when it is positioned belly to belly, head in the middle of the arm, where the child must grasp the areola,



and inside the tongue does the suction process, also in some moments it was explained by a dentist colleague the importance of this action for the development of the muscles of the face.

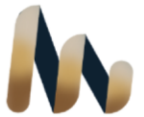
Breast milk is an extremely important source of nutrients and antibodies for all vulnerable newborns, especially for those with low birth weight or who were born prematurely and are hospitalized in Neonatal Intensive Care Units (NICUs), which cannot be breastfed by the mother herself. Annually in Brazil, about 150 thousand liters of breast milk are collected, processed and distributed, and each container is capable of feeding up to 10 premature babies. It is worth noting that every breastfeeding woman who is healthy becomes a possible donor (Brasil, 2024).

In Brazil there are laws that guarantee total security in the donation process, these laws ensure that the entire route taken from collection to distribution is safe, and it is of fundamental importance to ensure that all donated milk does not represent any type of risk. And so, this act of generosity and solidarity can save the lives of babies who are facing some health condition and cannot be breastfed by their own mother (Brasil, 2024).

Still on the breastfeeding technique during the fair sample, it was observed the interest of a parent who is waiting for the birth of his daughter, in knowing about the theme in order to help his partner in this process of feeding the NB, confirming this fact in the study carried out in 2018 by Rocha et al., it was observed that the woman is influenced by the conceptions of the partner throughout the breastfeeding process, corroborating the statement that the present parent is of such importance in this process, because in their study Rocha et al. 2018 observed that the woman's feeling of overload is one of the reasons that influence the process of not exclusive breastfeeding, since the child's constant demand for the breast, the impossibility of distancing herself from the child and the pain when breastfeeding, requiring the support of the social network to mitigate this process.

From this experience, it is important to highlight how society excludes men from the breastfeeding process, bringing them only as the provider of the home, while the woman as the caregiver of the home, thus generating a fragile bond, directly affecting the dynamics that involve the mother, the father and the baby. This exclusion programmed by society leads parents to feel insecure, and consequently demotivate their partner in this process. For this reason, the presence of the partner in prenatal consultations is so important, where they will learn the importance of breastfeeding, as well as its benefits, and can help the mother from care during pregnancy until the birth of the baby (Oliveira et al., 2022).

In this sense, for breastfeeding to take place exclusively for 6 months, and to be perpetuated until the age of two, the presence and support of the partner is incessantly



necessary, contributing with tasks that do not overload the woman in this period of strengthening and bonding with the baby, especially in the puerperium. And for this valuable support to happen, it is necessary for the father or partner to attend prenatal consultations, conversation circles, and the delivery room, with a view to preventing early weaning, strengthening the bond, and especially breaking cultural cycles (Oliveira et al., 2022).

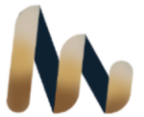
It is important to consider that in addition to breastfeeding, the process of food introduction was also explained and it was noticed that it is not yet clear that it is a moment dedicated to the child to enjoy foods in their diversity of colors, textures and flavors, often being carried out before the expected time, which contributes to early weaning and reduced production of breast milk. There are also concerns about which foods to offer, the restrictions of some foods, such as industrialized foods and sausages, for example, which reflect negatively on the child's development, and lack of knowledge of iron supplementation during food introduction.

Infant feeding is a subject that has caused great interest regarding children's health, as it involves different issues, in addition to nutritional ones. The child's healthy relationship with food begins from the mother's belly, through the amniotic fluid, where it can be inserted into good eating habits, which will prevail throughout life. From six months of age, breast milk is not enough to meet nutritional needs, so the gradual introduction of foods is recommended (Silva et al., 2016).

For good nutrition, it is not recommended that the child use foods high in salt and sugar, with excess fats, industrialized and processed. It is recommended that meals be rich in fruits, vegetables and greens, and that they can be offered according to the development of each child. The family plays a very important role in the examples they can give to encourage the creation of good eating habits. Another relevant factor is the way in which food is offered, which can be spooned, in the cup or BLW, respecting each child's time and showing a varied way of eating well (Silva et al., 2016).

When talking about childcare, the lack of knowledge of the term was perceived, but there were reports of "taking the child for weight and vaccine", which demonstrates a limitation of knowledge of the scope of care offered by Primary Care to children in the Family Health Strategy. In addition, it was noticed that there was a concern with the monitoring of the child in the first months of life, with reports of low attendance after this age.

According to the literature, development begins in intrauterine life, permeating genetic factors as well as the interaction between them. Child development is a progressive and complex process, which is not only encompassed in physical growth, but also in neurological and behavioral development, and can also be understood as language, sensory and cognitive



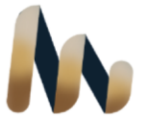
development. From this perspective, following each stage of development and knowing how to understand them is of paramount importance, since it is possible to identify when development does not occur as expected, and assess whether it represents a sign of awakening. (Moraes, Nascimento and Tamarozzi, 2023).

The milestones of child development unfold into key points that encompass skills that most children can perform in certain periods of development, and among them are: holding the head, the torso, rolling, crawling, recognizing the voice, sitting alone, etc. As time goes by, new skills will emerge and the repertoire of skills will become more robust and constant with each period. Also in this sense, developmental milestones put the child in contact with each stage experienced, as well as it is also possible to identify, conduct and monitor when changes are identified in the child's developmental milestone, through a differential diagnosis, treatment and prevention of diseases. (Moraes, Nascimento and Tamarozzi, 2023).

Regarding vaccines, there was knowledge of the importance of immunization in childhood, with reports of frequent updates of the booklet according to the vaccination schedule, which is a public health power in view of the individual and collective protection of society against diseases that claimed lives in the past, however, insecurity was perceived in relation to childhood vaccination against Covid-19, Recently inserted in the aforementioned calendar, which is understandable in the face of a period full of *fake news*, in the face of the situation, health education is once again the tool that can win the trust of the population for the prevention of this infection, considering that when we know and have a scientific basis, it is easier to accept.

Vaccination, especially of infants and children in early childhood, has been a relevant action for the prevention of infectious diseases (Pugliesi; Tura; Andreazzi, 2010). According to the Brazilian Society of Immunizations (SBIIm), the vaccine's main function is to generate immunity, contributing directly to the control and elimination of diseases caused by viruses or bacteria. Using health education to sensitize people about vaccination is extremely necessary, considering that it is a means of strengthening the immune system.

According to the Ministry of Health, one of the ways to find out which vaccines should be applied to children is through the National Vaccination Calendar (CNV). Vaccines are made available in the Unified Health System – SUS, in a safe and vitally important way to protect against some serious and often fatal diseases. Even knowing the importance of NVC, the COVID-19 pandemic imposed challenges for its application, especially in children up to 12 months of age. The drop in vaccination coverage at the national level of immunizations aimed at this population was already being noticed, although the significant drop in 2020 is possibly a consequence of the pandemic and distancing measures (Procianoy et. al, 2022).



In view of this drop in vaccination coverage, it is extremely important that awareness and sensitization measures through health education be developed, in order to provide knowledge on the subject.

It was found that health education reached 41 people who were at the booth, where they were able to dialogue and build new knowledge, of these, 31 people responded to the request for evaluation of the space, which allows the team to reflect and improve in the face of future health education proposals, namely: when asked if they liked the theme addressed, there was 100% total approval; when asked if they found the health education project relevant to the population, there was 100% total approval; When asked if the form addressed facilitated understanding, 96.7% fully approved and 3.3% partially approved; When asked if the material used helped in addressing the topic, 90.3% totally approved and 9.7% partially approved. In the last item of the evaluation, it was suggested that they evaluate with a score from 0 to 10 and of the 31 people who met the evaluation proposal, 80.6% gave a score of 10, 12.9% gave a score of 9.0 and 6.4% gave a score of 8.0, which gives an average of 9.7 approval. There were no suggestions.

4 CONCLUSION

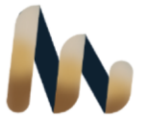
It was noticed that most passersby had some experience with childcare, even those who did not yet have the experience of maternity/paternity due to proximity to children in the family or community. Some had important information such as the importance of breast milk, even without knowing how to justify it, others had popular knowledge about, for example, food introduction and safe sleeping position, which were reconstructed in the opportunity of health education. PLWH also proved to be an important tool since it allowed greater participation and interest of passersby in the theme worked. It is concluded, therefore, that health education is an important tool for health promotion and care, and of paramount importance when focused on children's health, since it is a life cycle in which the care offered and adequate follow-up are conditioning factors for healthy growth and development.

Regarding the evaluations of the space and action, the population was interactive and receptive to health education actions, encouraging professionals and academia to organize themselves to maintain periodic actions and relevant themes for the community.

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