

## **Terminology: Public Health**

*AFASS Criteria:* the World Health Organization's acronym for factors mothers and providers should consider before giving breast-milk substitutes to infants: acceptable, feasible, affordable, sustainable, and safe

*marketing:* product promotion, distribution, selling, advertising, product public relations, and information services

*milk banks:* a service that collects, screens, and processes human milk from donors and dispenses it to a recipient family with a prescription

*milk sharing:* the giving of expressed breast milk from a donor directly to a recipient family, at no cost

*sudden unexplained infant death:* the sudden and unexpected death of an infant less than 1 year old, including deaths from accidental suffocation and other unknown causes