

# A Community Promise to Breastfeeding

**GOAL:** Decrease formula supplementation and increase breastfeeding exclusivity and duration rates.

**OBJECTIVE:** To provide evidence-based breastfeeding education and resources to community partners by increasing their knowledge, skill, and confidence around normal breastfeeding practices, so that clients receive consistent messages and timely access to optimal support.

## DEMOGRAPHICS:

### Leeds, Grenville and Lanark

- Population 165,000 <sup>1</sup>
- 3 hospitals have obstetrical facilities
- 1,253 live births in LGL in 2014 <sup>2</sup>

### Better Outcomes Registry Network (BORN) 2013 <sup>3</sup>

- 87.1% of women had the intention to breastfeed.
- 67.7% of babies were breastfeeding exclusively
- 32.3% of women are supplementing or exclusively formula-feeding at discharge



## ACTIVITIES: Education Sessions

**Purpose:** To encourage predictable, ongoing, consistent breastfeeding support by providers within hospital and community settings.

### Health Care Professionals

- Online survey used to assess need, level of interest, and time commitment
- 100% of respondents identified "Breastfeeding Challenges" as a priority topic
- *Level 1 Breastfeeding Course: Making a Difference* facilitated by Kathy Venter offered in 2 different geographic locations

### Community Service Providers

- Literature identified that consistent <sup>4</sup> messaging from multiple sources of support leads to successful breastfeeding
  - Best practice and evidence <sup>5</sup> informed in-house curriculum development and a one day workshop was offered in 2 locations
- Topics included:**
- Basic principles of breastfeeding
  - Supporting breastfeeding mothers
  - Where to refer for help
  - Current feeding recommendations
  - Societal values and beliefs regarding breastfeeding



Photo Credit: SNAP'd Thousand Islands

### The education events were widely promoted

- Posters/Invitations
- Site visits
- Emails and Distribution Lists
- Health care professionals' newsletter (Nexus)
- Eventbrite

## Skin 2 Skin Campaign



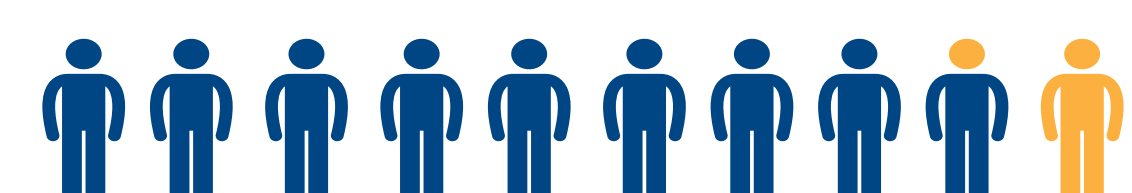
- An Infographic (pictured at left) was created and promoted through a mass media campaign
- An FAQ info-sheet accompanied the infographic and both were disseminated at the education sessions and through in-servicing at obstetrical sites
- 500 infant caps with skin-to-skin messaging were provided to obstetrical sites

## TARGET POPULATION:

- OB/Gyn's/Family Physicians
- Nurse Practitioners
- Registered Nurses
- Registered Practical Nurses
- Midwives
- Registered Dietitians
- Naturopathic Doctors
- Pharmacists
- Chiropractors
- Nursing Students
- Early Childhood Educators
- Social Workers
- Food Bank Staff
- YMCA

## EVALUATION:

*For Health Care Providers, the evaluation included a pre and post-test assessing knowledge, skills, and confidence. Response rate was 96%.*



86% indicated their knowledge relating to breastfeeding support increased a lot



83% indicated their skills relating to providing breastfeeding support increased a lot

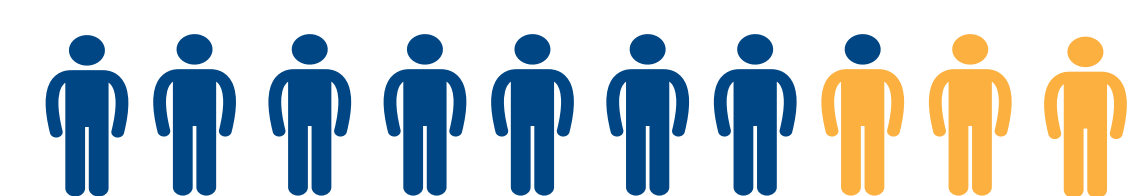


69% indicated that their confidence to help a breastfeeding mother who may be having challenges increased a lot

*For Community Service Providers, a post survey was completed to assess knowledge, skill, and confidence. Response rate was 79%.*



84% indicated their knowledge relating to breastfeeding increased a lot



74% indicated their skills relating to breastfeeding increased a lot



100% indicated that they felt confident or very confident to apply information presented

## RECOMMENDATIONS:

- Consult with community partners to assess needs prior to planning education sessions
- Ensure evaluation criteria are clearly identified early on and reflect the goal and objective of the intervention
- Identify opportunities to embed best practice and evidence
- Ensure community partners understand the boundaries of disseminating their learning in the community

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### References

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