

A Community Promise to Breastfeeding

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People at Risk

- The population at risk of low rates of breastfeeding were women who give formula supplementation in hospital.



BORN 2013 in LGL

87.1%

of women had the intention to breastfeed

67.7%

of babies were exclusively breastfeeding at hospital discharge

32.3%

of women are supplementing or exclusively formula feeding at hospital discharge



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GOAL

Decrease formula supplementation and increase breastfeeding exclusivity and duration rates



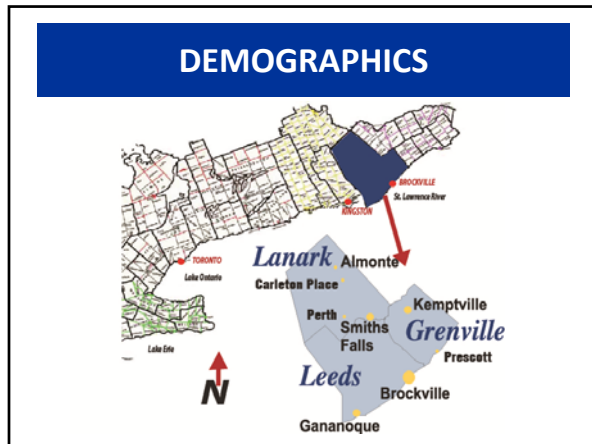
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OBJECTIVE

- 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



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TARGET POPULATION

- OBGyn'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

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ACTIVITIES

Education Events

- Health Care Professionals
- Community Service Providers

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ACTIVITIES

Skin to Skin Campaign



Health Unit promotes the importance of skin-to-skin with your newborn immediately after birth

Your baby's first breath... now what?



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Education Events

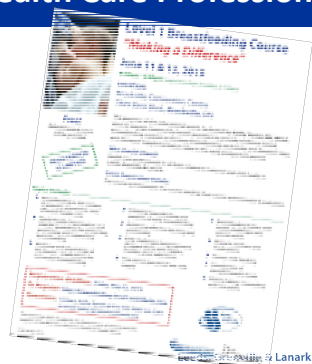
PURPOSE:

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



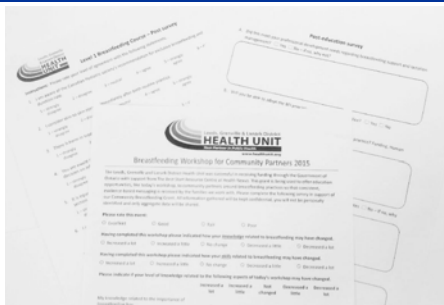
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Health Care Professionals



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Pre and Post Survey



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Resource Package

- Course Notes/Slides
- Baby-Friendly Initiative Ontario Info-Sheet
- Resource List
- Knitted Breast Pattern
- Breastfeeding Matters, Best Start
- Breastfeeding: Guidelines for Consultants, Best Start
- LGLDHU Internal Resources
 - Summary of Current Infant Feeding Recommendations
 - Skin2Skin Info-card
 - Breastfeeding in the First Few Weeks
 - Breastfeeding Referral Map
- Breastfeeding Protocols for Health Care Providers, TPH

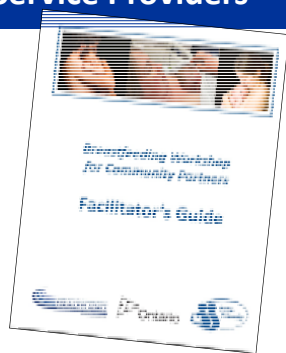


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Community Service Providers

Purpose:

To increase the awareness for the importance of breastfeeding



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Objectives of Curriculum

- Understand the basic principles of breastfeeding
- Increase participant's confidence in supporting a breastfeeding mother
- Knowing where to refer a mother for breastfeeding support
- Understand the current infant feeding recommendations
- Examine how personal values and beliefs influence infant feeding decisions.



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Curriculum Components:

1. Influential Factors on Infant Feeding Decisions
2. The "How-to's of Breastfeeding"
3. Keys to Success in the Early Days
4. The Uh-Oh's and Oh-My's
5. It's a Family Thing
6. Breastfeeding Supporters



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Post-Survey

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Level 1 Breastfeeding Course – Post survey

Instructions: Please rate your level of agreement with the following statements.

1. I am aware of the Canadian Pediatric Society's recommendation for exclusive breastfeeding and duration rate.
 1 – strongly disagree 2 – disagree 3 – neutral 4 – agree 5 – strongly agree 6 – don't know

2. I consider skin-to-skin contact immediately after birth routine practice.
 1 – strongly disagree 2 – disagree 3 – neutral 4 – agree 5 – strongly agree 6 – don't know

3. There is harm in supplementing a newborn with formula.
 1 – strongly disagree 2 – disagree 3 – neutral 4 – agree 5 – strongly agree 6 – don't know

4. You are aware of the 14 key elements for staff to discuss with a client regarding making an informed decision on infant feeding.
 1 – strongly disagree 2 – disagree 3 – neutral 4 – agree 5 – strongly agree 6 – don't know

5. It is equally important to ensure that all mothers who give birth, either vaginal or by cesarean section, initiate skin-to-skin contact immediately after birth.
 1 – strongly disagree 2 – disagree 3 – neutral 4 – agree 5 – strongly agree 6 – don't know

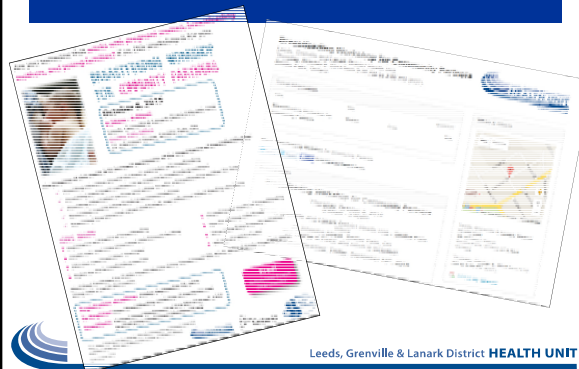
Resource Package

- Course Notes/Slides
- Breastfeeding Matters, Best Start
- Feeding Your Baby: From Six Months to One Year, Best Start
- LGLDHU Internal Resources:
 - Breastfeeding Referral Map
 - Breastfeeding in the First Few Weeks
 - Summary of Current Infant Feeding Recommendations
 - How Big is Your Baby's Stomach?
 - Make an Informed Decision about Feeding Your Baby
 - Breastfeeding Clinic Info-card



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Promotion of Events



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Skin-to-Skin Campaign

Skin2Skin
The importance of the First Hour with your baby

Skin-to-skin contact means having baby placed on mother's bare chest and covered with a blanket. Contact should be immediately after birth for at least 1 hour or until the first breastfeeding.

100% of full term babies **BENEFIT** from immediate skin-to-skin contact

For more information on the continued benefits of skin-to-skin, visit www.healthunit.org or call 1-800-460-3633.

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SKIN2SKIN
The importance of the first hour

BABY'S FIRST HOUR

BUCKLING
After the birth, the baby should be placed on the mother's bare chest and covered with a blanket. The baby should be kept in a warm, dry, and clean environment.

FAMILIARIZATION
The baby should be placed on the mother's bare chest and covered with a blanket. The baby should be kept in a warm, dry, and clean environment.

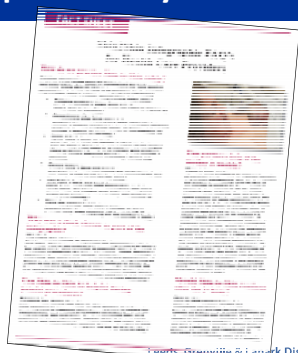
AWAKENING
The baby should be placed on the mother's bare chest and covered with a blanket. The baby should be kept in a warm, dry, and clean environment.

BENEFITS
The baby should be placed on the mother's bare chest and covered with a blanket. The baby should be kept in a warm, dry, and clean environment.

ROUTINE PRACTICE
The baby should be placed on the mother's bare chest and covered with a blanket. The baby should be kept in a warm, dry, and clean environment.

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Supplementary Resource



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Skin-to-Skin Campaign



EVALUATION Health Care Professionals

*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





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EVALUATION


Community Service Providers

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



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Quotes

"Wonderful information well presented. Easy to listen to speaker. Props helpful to support teachings. The knowledge I have gained will compliment my knowledge & experiences. "

"What a great course! I feel more prepared to teach and support our moms and babies. So much wonderful information it makes me excited! "

"I believe this has been one of the best workshops I have attended in my 20 yrs. of service. I could listen to [presenter] speak all day. "




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SUSTAINABILITY

- TPH Breastfeeding Protocols
- Model breasts and dolls
- Children's books
- Infographic




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RECOMMENDATIONS

1

Consult with community partners to assess needs prior to planning education sessions.



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RECOMMENDATIONS

2

Ensure evaluation criteria are clearly identified early on and reflect the goal and objective of the intervention

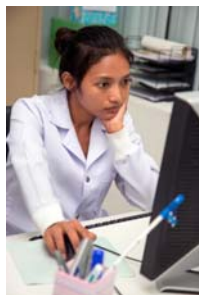


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RECOMMENDATIONS

3

Identify opportunities to embed best practice and evidence.



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RECOMMENDATIONS

4

Ensure community partners understand the boundaries of disseminating their learning in the community.



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Special Thanks

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- *Thanks also to the Public Health Nurses, Administrative Assistants, Management, Creative Team and Health Intelligence Team from the Leeds, Grenville and Lanark District Health Unit for their work on this project.*



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References

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Thank You!
...Questions?





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