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

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

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

ACTIVITIES
Education Events
a) Health Care Professionals
b) Community Service Providers
ACTIVITIES

Skin to Skin Campaign

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

Education Events

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Health Care Professionals
Pre and Post Survey

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

Community Service Providers

Purpose:
To increase the awareness for the importance of breastfeeding
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.

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

Post-Survey
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

Promotion of Events

Skin-to-Skin Campaign

Skin2Skin
The importance of the First Hour with your baby
100% of full-term babies
Babies benefit from skin-to-skin contact
Supplementary Resource

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%.

- 96% 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
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

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.”

SUSTAINABILITY

- TPH Breastfeeding Protocols
- Model breasts and dolls
- Children’s books
- Infographic
**RECOMMENDATIONS**

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

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

3. Identify opportunities to embed best practice and evidence.
RECOMMENDATIONS

4
Ensure community partners understand the boundaries of disseminating their learning in the community.

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References

• BORN, Ontario, 2014
• BORN, Ontario, 2013
Thank You!
...Questions?