A COMMUNITY COLLABORATIVE APPROACH

ENGAGING PHYSICIANS IN BREASTFEEDING EDUCATION

ACKNOWLEDGEMENTS
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GOALS
• To provide wide access to prenatal breastfeeding information sessions to ALL first time mothers as well as others at risk for experiencing greater difficulty with breastfeeding.
• Place a special emphasis on increasing referrals coming from primary obstetrical care physicians to prenatal breastfeeding information sessions
  - Increase clients’ confidence in their ability to breastfeed
  - Increase the initiation and duration of immediate skin to skin after delivery
  - Increase knowledge of how to hand express breastmilk
  - To increase clients knowledge of, and access to, postnatal breastfeeding support

*Increase breastfeeding duration and exclusivity at outtake*
THE SESSIONS

- 2 hour sessions delivered by lactation consultants in four locations
- Each session incorporated four key messages:
  - Skin to skin
  - Hand expression of breastmilk
  - Community resources
  - Early, trained, breastfeeding support postpartum (within the first week).
- These messages were also delivered with WHO BFI messaging around the hazards of commercial formula and participants received print, web and video resources including the best start Breastfeeding Matters booklet.

SPREADING THE WORD

- Info Line
- Eventbrite
- The Ottawa Hospital Web Site/tours
- Word Of Mouth
- Primary care physicians
- Rx Pad
- Posters
- Ottawa Breastfeeds.ca

OUTCOMES

- 81% reported increased confidence
- 83% reported increased knowledge of community resources and the intention to access them
- 100% client satisfaction with the sessions
  - Many wished they were longer

OUTTAKES

Very high caesarean rate
- 38% of those who attended the session had a caesarean birth
- 27% of those who were registered but who did not attend had a caesarean birth
SKIN TO SKIN

S2S Longer than 10 minutes

<table>
<thead>
<tr>
<th>Time</th>
<th>Attended</th>
<th>Not attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the first two minutes</td>
<td>64</td>
<td>55</td>
</tr>
<tr>
<td>For less than 10 minutes</td>
<td>45</td>
<td>41</td>
</tr>
<tr>
<td>10 to 60 mins</td>
<td>16</td>
<td>45</td>
</tr>
<tr>
<td>60-180 mins</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>180+</td>
<td>4</td>
<td>22</td>
</tr>
</tbody>
</table>

HAND EXPRESSION

In Hospital Hand Expression

- Hand expressed breast milk; no supplementing with commercial formula
- Hand expressed breast milk & supplemented with commercial formula
- Did not hand express; Only supplemented with commercial formula

<table>
<thead>
<tr>
<th>In Hospital Hand Expression</th>
<th>Attended</th>
<th>Did not attend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand expressed breast milk</td>
<td>26</td>
<td>46</td>
</tr>
<tr>
<td>Hand expressed breast milk</td>
<td>13</td>
<td>33</td>
</tr>
<tr>
<td>Hand expressed breast milk</td>
<td>53</td>
<td>53</td>
</tr>
</tbody>
</table>

COMMERCIAL FORMULA SUPPLEMENTATION

- Received supplemental formula in hospital
- Exclusively breastfeeding

<table>
<thead>
<tr>
<th>Commercial Formula Supplementation</th>
<th>Attended</th>
<th>Did not attend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received supplemental formula</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Exclusively breastfeeding</td>
<td>60</td>
<td>40</td>
</tr>
</tbody>
</table>
CONCLUSIONS

- Attending a prenatal breastfeeding session correlated with:
  - Greater maternal confidence to breastfeed
  - Longer skin to skin right after birth (in spite of higher caesarean rate)
  - Lower rates of in hospital supplementation with commercial formula
  - Greater use of hand expression in hospital
  - Greater access of community breastfeeding supports postpartum
  - Greater exclusivity of breastfeeding at outtake
  - Greater duration of breastfeeding at outtake
PRIMARY OBSTETRICAL CARE PROVIDERS

• Created a physician package which detailed how they could:
  • Create a Baby friendly Practice
  • Encourage breastfeeding discussion and resource development BEFORE their clients delivered
  • And Support breastfeeding postpartum

OFFICE PACKAGE

• Reinforcing the physicians role as an Influencer
• Reinforce importance of staff education
• Describe how to get the information to the patients via patient education
• How to reinforce messages

• Reinforce the physicians role as an Influencer
• Tips of how to engage mom’s in conversation on the topic.
• Explain the risks and hazards associated with NOT breastfeeding
Support breastfeeding After birth

- Reinforce the physicians role as an influencer
- Dispel myths
- Inform women of their breastfeeding rights
- Let patients know that you are committed to helping support breastfeeding

Resources for Mothers & Physicians

- Reinforce the physicians role as an influencer
- Have local resources available to hand out
- Have a relationship with community clinical support such as Lactation Consultants etc.

AND THEN WE SHOWED THEM

- What the research was showing
- We did a presentation at the hospital
- A presentation to the family practice Dr’s who had obstetrical privileges at the Ottawa Hospital
- We showed them the impact the sessions were having and reinforced the physicians role as an influencer
SO WHAT MADE SENSE?

- Speaking Their language with the use of Rx pad and Supportive office literature.
- Giving them feedback after asking for buy in
- Having the hospital as a key partner advertising the sessions
TAKE HOME MESSAGES

- Refer new mothers and those at risk for experiencing breastfeeding difficulty to PRENATAL breastfeeding information sessions.
- Ensure mothers are properly resourced BEFORE they give birth.
- The whole community has a role to play in supporting breastfeeding, it is no one person’s or profession’s domain.
- Drive home this message.....

When asked (at outtake) to pick two words to describe your breastfeeding relationship today:
Rewarding, effective, good, convenient, stressful, painful, reflux, oversupply, challenging, nice, bonding, frustrating, disappointing, work in progress, awesome, I just love it, successful, conflicting advice, challenging, every week the important of breastfeeding support every week for the first month after your baby is born to make sure that your baby is growing well and that you are doing well.

"In the same way that you see your primary care physician or midwife every week in the last month of pregnancy to make sure that your baby is growing well and you are doing well, it is important that you seek knowledgeable breastfeeding support every week for the first month AFTER your baby is born to make sure that your baby is growing well and that you are doing well."  

Gillian Szollos

When asked (at outtake) What was the most important thing you learned from the session?
There is no formula for breastfeeding, latch, tips and resources, colour of colostrum, hand expression, latching and positioning, encouraged, only one who can nourish her, latching and video after birth, breast crawl, there are a lot of resources we can find in the city, hand expression, to not go on a schedule, latching, learned experience, hand expression takes a bit of work will take time, resources, easier than it seems, skin to skin for at least three hrs., exclusivity, need to keep breastfeeding to keep up supply, persevere, felt more confident after, all the info was really really good, great references and support info and info on managing expectations, resources, confidence.