






ENGAGING PHYSICIANS IN
BREASTFEEDING EDUCATION

A COMMUNITY COLLABORATIVE APPROACH

ACKNOWLEDGEMENTS

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health nexus
Healthy people, thriving communities
Des gens en santé, des communautés florissantes

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 uptake


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).

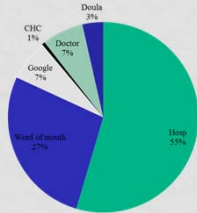


These messages were also delivered with WHO BFI messaging around the hazards of commercial formula and participants received print, web and video resources including the best start Breastfeeding Matters booklet

SPREADING THE WORD



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



FREE Prenatal Breastfeeding Information Session
 Call to register today!
613-7224000 ext. 440

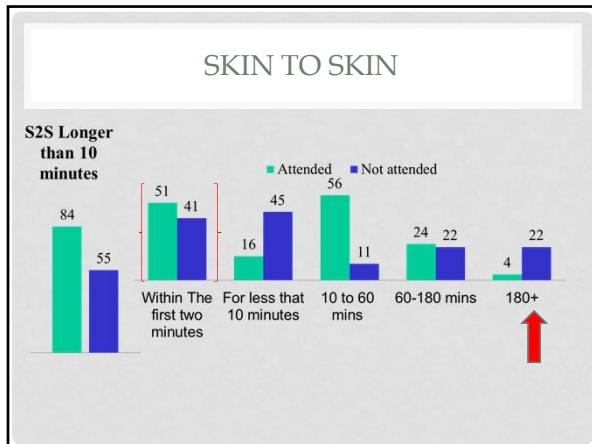
OUTCOMES

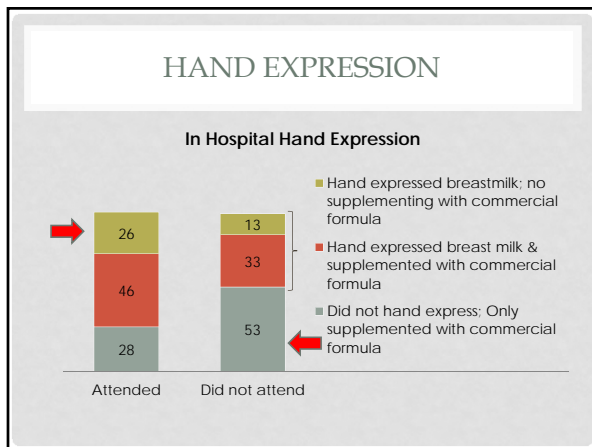
- 81% reported increased confidence
- 83% reported increased knowledge off community resouces and the intention to access them
- 100% client satisfaction with the sessions
 - Many wished they were longer

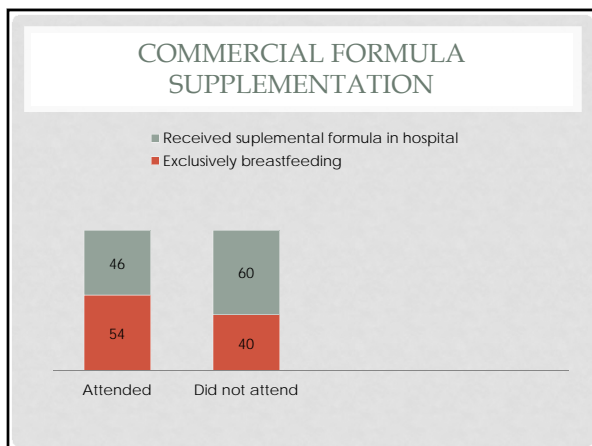
OUTTAKES

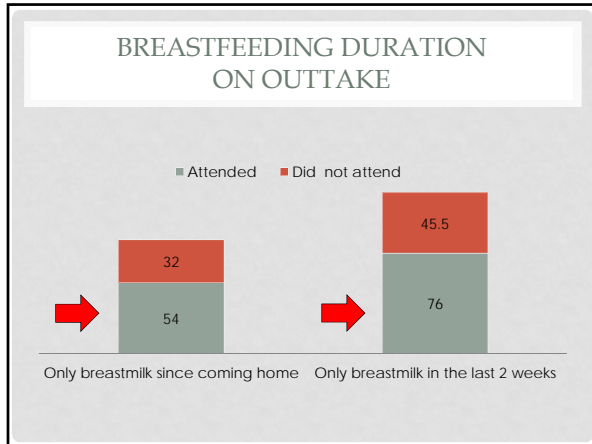
Very high caesarean rate

- 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

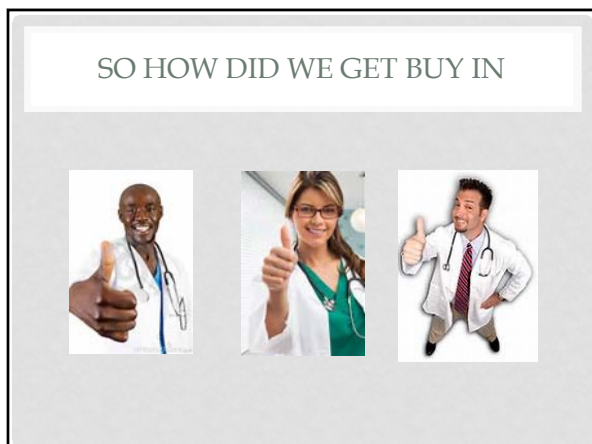


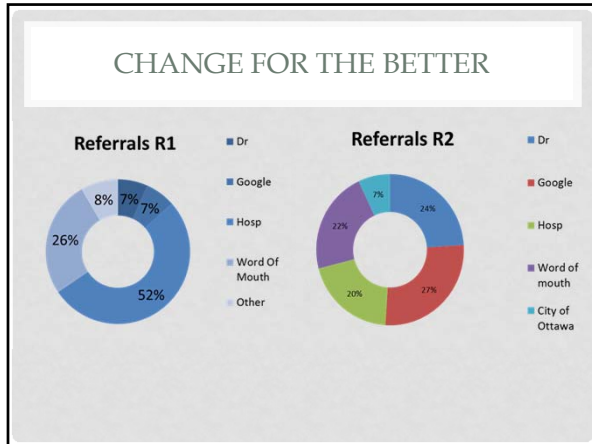


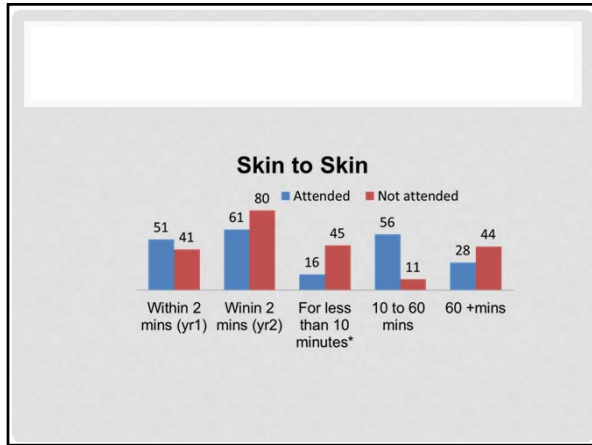




- ### CONCLUSIONS
- Attending a prenatal breastfeeding session correlated with:
 - Greater maternal confidence to breastfeed
 - Longer skin to skin right after birth (in spite of higher caesarean rate)
 - Lower rates of in hospital supplementation with commercial formula
 - Greater use of hand expression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







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 and oversupply, **challenging**, nice, bonding, frustrating **disappointing**, learning **peaceful**, roller-coaster awesome I just love it, **wonderful**, successful, conflicting advice, challenging very rewarding **nourishing for both of us** confident calm, challenging and **work in progress**, **upsetting** said started out hard but keeps getting better and easier, challenging rewarding, lovely, frustrating **best relationship I've ever been in**.

"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 positions, tips, **encouraged, only one who can nourish her**, latching and videos right 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, normalized it**
