**QUEEN SQUARE FAMILY HEALTH TEAM**

**Best Start/Health Nexus Community Breastfeeding Project: Best Start for Baby**

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**OBJECTIVES**

- Overview of Queen Square Family Health Team’s breastfeeding community project
- How to improve breastfeeding rates in young women, what the evidence recommends
- Developed tools and resources
- Outcomes of the Breastfeeding Community Project
- Knowledge sharing

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**GOALS OF THE GRANT**

To develop and enhance breastfeeding services for populations with low breastfeeding rates: young mothers

- Provision of consistent breastfeeding information to prenatal and post-natal patients from all health care providers and support staff
- Provision of breastfeeding education in the prenatal stage
- Improvement of breastfeeding data collection
- Supporting physicians in discussing breastfeeding with their patient
**Target Population:** Young Mothers

- Encourage support person of their choice to attend education session
- Offer web-based, technologically advanced education
- Include activities such as role-playing and games
- Discuss returning to school while continuing to breastfeed
- Provide unbiased, non-judgmental support and education
- Provide rewards

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**QSFHT Breastfeeding Community Project: Best Start for Baby**

Improvements made possible by the Grant:

1. Prenatal Breastfeeding Workshop
2. Physician Breastfeeding Tool
3. Breastfeeding Data Collection
4. Breastfeeding Promotion
5. Staff Education

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**Physician Breastfeeding Tool**

To provide physicians with a visual reminder to discuss breastfeeding

- Breastfeeding key point
- One for each prenatal visit starting at 8 weeks
- Summary of key point for physician
- Various forms of Tool
Breastfeeding Data Collection

- Monitoring the intake of human milk is an important health indicator
- Useful in planning and implementation of services/programs
- Evaluating the prevalence and duration of breastfeeding

Collecting infant feeding data at all well baby visits

Breastfeeding Promotion

- Updating OB packages with service flyers for prenatal and post-natal Breastfeeding support
- Posters to advertise pre-natal and post-natal Breastfeeding support
- Website updates regarding new developments
- Waiting room slides on TV monitors
QSFT Breastfeeding Community Project: Best Start for Baby

Prenatal Breastfeeding Workshop
- Literature Review
- Curriculum Development
- Focus Group
- Quarterly Workshops
  - How Breastfeeding Works
  - How to Breastfeed
  - Common Concerns and Management
  - Myths and Misconceptions
- Evaluation: Participant Pre-Post Surveys

QSFT Breastfeeding Community Project: Best Start for Baby

Staff Education
- Providing consistent information
- All patients prenatally and postnatally
- All health-care providers
- All administrative staff

Small education sessions were held to discuss breastfeeding basics and discuss the breastfeeding program and new developments made possible by the Grant

Outcomes of the Breastfeeding Community Project

Outcomes:
- Breastfeeding support prenatally
- Improved physician satisfaction and confidence with breastfeeding
- Improved data collection
- Consistent information being delivered
- Increased availability of breastfeeding support, specifically for young mothers

Potential impact:
- Increased breastfeeding rates
- Service implemented where gap was identified
- Compare rates with others
Breastfeeding Toolkit

- Allow other organizations to deliver the services or improvements discussed in this presentation
- All the information, tools, resources, and supportive materials needed to implement
- USB Stick

Any Questions?
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