



## **The WE Breastfeed Program**

- Started at Guelph CHC in 2007
- Peer-to-peer support, based on Kitchener Downtown CHC's Breastfeeding Buddies model
- Initially focused on parents new to Canada
- Program less active/on hold from 2010-2012 during evaluation, staff turn over
- 2012/2013 moved from RN/LC led model to community development model led by Health Promoter

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## **The WE Breastfeed Program**

- Currently 40 Active Volunteers
- One-to-One Matching
- Breastfeeding Cafés
- Community Breastfeeding Collaborative

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	Lecheboliter	RT LISTING
-	Breastmik is the natural food needs. Health Canada recomm first six months. At six months	Support in Guelph for babies, it contains everything your baby ends feeding your baby only breastmilk for the , begin to introduce solid foods and continue ars and beyond. The following free services can you and your baby want.
	What's Available	How To Participate
	What's Available Drop-in Breastfeeding Clinics	Drop into the Public Health Office at the Shelldale
while Health	Public health nurses are available to answer your breastfeeding questions, help get you started, support you through challenges, and encourage you to continue to breastfeed your baby. For more information visit	Centre, 20 Shelidale Crescent.
ž	www.wdgpublichealth.ca	Mondays & Fridays: 1-3:30 p.m.
Public	KIDS LINE Telephone Support: 1-800-265-7293 ext. 3616 Public health nurses are available to answer your questions by phone. For more information visit www.wdgpublichealth.ca	Call Monday – Friday: 9 a.m. – 4 p.m.
rmunity entre	WE Breastfeed Telephone Support: 519-821-6638 , Ext. 250	Call the program coordinator at 519-821-6638, Ext. 250 to be matched with a trained mother who can offer peer support.
Guelph Community Health Centre	Drop-in Exeastfeeding Café Trained mothers who have breastfed their children are available for support. Voist <u>www.arealenb.cc.</u> are call 559-821-6638, Ed. 350 for more information. Find them on facebook: <u>www.facebook.com/WomenEvenwhereBreastfeed</u>	Drop into the Downtown Community Health Centre (Children's Room, Main Floor), 176 Wyndham St N Wednesdays: 1 – 230 p.m. Other times and locations are available, see www.guelphthc.ca for details.
La Leche League	Drop-in La Leche League Canada – Guelph Groups Accredited La Leche League Leaders offer daytime and evening mother-to- mother breastfeeding information, encourgement and support. Visit www.llc.ca or email guelphill:gbyahoo.gs for more information. Join them on facebook: www.lacebook.com/groups/LLUGuelph/	Drop into the Downtown Community Health Centre (Community Room), 176 Wyndham St N Second Thursday of each month: 10 a.m. – 12 p.m. Drop into Stone Road Mall, 2 <sup>rd</sup> Floor, Ontario Early Years Centre: (Meridian Room), 435 Stone Rid







## **Reaching Out to Priority Parents**

Effective Promotion Strategies – A Lot of Legwork Required

- Face to face & word of mouth still most effective
- Distribute promo materials everywhere
- Public Facebook page attempt to post daily, choose admins carefully
- Emphasize the social aspect of the café, avoid calling it a 'support group'

## **Reaching Priority Parents**

- Ensure strong, positive relationships with other agencies
- Receive referrals made by providers

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Become familiar in the community where priority
populations are



# Connecting With Parents at Risk of Not

Mindset & Values – Foundation for Success

Breastfeeding

- Meet them where they are at in their lives and in the community
- Show acceptance and support their current situation





#### **BUILDING RELATIONSHIPS**

- Be welcoming & inclusive
- Strive for a non-judgmental space for voice & choice
- Respectful learning environment









## **Representing Priority Families**

### **Recruiting Volunteers From Priority Populations**

- Where are they in your community?
- Draw on your community connections
- Posters, social media, emails, presentations, word of
- mouth being specific about who you're looking for
- Accommodate parents at risk that want to volunteer!
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## **WE Breastfeed Volunteer Training**

- Discuss Commitment Level Individually
- Completely Free Training for all Volunteers
- On-going Support
- Create Anchors in the Community



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#### WE BREASTFEED MOVING FORWARD

- Volunteer monthly meetings are kept informal
- Sharing personal breastfeeding and helping stories holds great value
- Make an effort to keep volunteers engaged with exciting and educational volunteer meeting plans
- Show appreciation to the volunteers, acknowledging often the hard and important work they do

## CHALLENGES

- Lives are constantly changing, parents at risk may have complicated lives
- Training is expensive and intensive to upkeep
- Takes a significant amount of time and effort in relationship building to gain momentum, particularly with recruiting parents at risk

## **Key Messages**

- Community development approach
- Fully engage volunteers, recruit thoughtfully, focus on representing many different types of parents
- Collaborate & partner
- Be clear about and respect the different roles of professionals and peers
- Be inclusive and non-judgmental



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