

WE Breastfeed Program – Guelph Community Health Centre


REACHING PARENTS AT RISK OF NOT BREASTFEEDING THROUGH PEER SUPPORT



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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



The WE Breastfeed Program

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



Reaching Priority Parents

- Ensure strong, positive relationships with other agencies
- Receive referrals made by providers
- Become familiar in the community where priority populations are



Connecting With Parents at Risk of Not Breastfeeding

Mindset & Values – Foundation for Success

- 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!


 Guelph CHC
growing healthy together

OUR IMAGE



WE Breastfeed Volunteer Training

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



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



Thank you for listening!

Do you have any questions or comments?



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