

**SUCCESSES AND LESSONS FROM IMPLEMENTING A MULTI-COMPONENT COLLABORATIVE BREASTFEEDING COMMUNITY PROJECT**

BEST START PRECONFERENCE  
FEBRUARY 17, 2016

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**EVIDENCE REVIEW**

Comprehensive Community Support

Research had demonstrated that the following have a impact on breastfeeding outcomes

Social and cultural norms      Attitudes expectations and support of significant others      Information and support by health care and community

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**WOMEN WITHOUT A PARTNER OR WITH LOW SOCIAL SUPPORT.**

Family  
Community  
Health Care Providers  
Public

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## EVIDENCE TO PROPOSAL DEVELOPMENT



**Social and cultural norms**

- Breastfeeding in Public Campaign

**Attitudes expectations and support of significant others**

- Grandmothers Education

**Information and support by health care and community service providers**

- Health Care Provider Education



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## APPLICATIONS FOR PRACTICE



**Reflection Check**

- ❖ Do you know your local context? What is the current perceptions of public breastfeeding in your area?
- ❖ How can you find that out?



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## BREASTFEEDING IN PUBLIC CAMPAIGN



**Based on Social Learning Theory**

- ❖ Reciprocal determinism
- ❖ Observational learning
- ❖ Expectations
- ❖ Self-Efficacy

We wanted to influence social and cultural norms related to breastfeeding. Local data demonstrates 1 out of 4 people are conditionally or not supportive of public breastfeeding\*

\*REESS SMDHU, 2014



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 COMMUNICATION PLAN

**RECIPROCAL DETERMINISM**

- ❖ To create awareness of the barriers to public breastfeeding. (addressing the current social norms surrounding public breastfeeding)
- ❖ To establish supportive community networks. (modifying the social norm)
- ❖ To educate organizations/business and staff about how they can support public breastfeeding.

**OBSERVATIONAL LEARNING** (learn through observation of others, more likely to follow people we admire (role models))

- ❖ To increase the visibility of public breastfeeding.
- ❖ To create awareness of the importance of breastfeeding, create exposure to public breastfeeding and address the stigmatization of public breastfeeding for priority areas and audiences identified through RRFSS.



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 COMMUNICATION PLAN (CONT'D)

**EXPECTATIONS** (values an individual places on outcomes resulting from a different behavior)

- ❖ To share breastfeeding women's stories and visuals from their life experiences breastfeeding.

**SELF-EFFICACY** (an individual's belief and level of confidence in their ability to successfully make a change)

- ❖ To create awareness of and promote public breastfeeding allies in the community.
- ❖ To empower breastfeeding women to feel comfortable breastfeeding in public.



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 AUDIENCES

General Public	Businesses Organizations Municipalities
Community Partners	SMDHU



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## WHAT WE DID



# LESSONS LEARNED

**HEALTH CARE PROVIDER EDUCATION**

In collaboration with local health care providers, identify, develop and support implementation of health care professional breastfeeding educational opportunities and materials, based on locally identified needs.

**Women will also benefit from the collaborative planning and implementation of breastfeeding education for health care providers through:**

- ❖ receiving information and support that is evidence-based and consistent across health care providers
- ❖ enhanced health care provider practices supportive of breastfeeding in the hospital and community setting
- ❖ through enhanced relationships and collaborations between health care providers and health care organizations

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**LOCAL EVENTS**



Events	17
Completed Survey	219
340	Attended
175/168	Knowledge/skill

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**CONSIDER PLANNING FOR HEALTH CARE PROVIDER EDUCATION IN YOUR AREA?**

**Consider the following points**

- ❖ What is the state of your current relationships with health care providers?
- ❖ How will you assess knowledge/skill needs?
- ❖ Assess the mode and timing of delivery?

**Tip**

- ❖ Let your health care provider partners own the planning, providing as much or as little support as needed.

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 WHAT WAS OUR GOALS FOR GRANDMOTHERS EDUCATION?

- ✿ Increased knowledge and awareness of current breastfeeding recommendations and practices
- ✿ Information that alters misconceptions grandmothers may have from their own experiences
- ✿ Information on healthy skills for supporting a breastfeeding family
- ✿ Resources and support services



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 GRANDMOTHER'S WANT TO KNOW

**Surveyed women(grandmothers) at recreation centres (n=28)**

- ✿ 64% indicated they would like to have up to date information on breastfeeding

**Top choices for topics:**

- ✿ how to know baby is getting enough
- ✿ signs of hunger
- ✿ sleeping patterns
- ✿ feeding patterns
- ✿ starting breastfeeding



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 PREFERRED SOURCES OF INFORMATION FOR GRANDMOTHERS

- ✿ Online reading **29%**
- ✿ Booklet **21.8 %**
- ✿ Pamphlet **20 %**



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 GRANDMOTHERS PLAY AN IMPORTANT ROLE

[www.smdhu.org/grandmother](http://www.smdhu.org/grandmother)

Breastfeeding helps give baby a great start

A grandmother's heart wants the best for her GRANDBABY

What we know about keeping babies healthy and safe has changed over the years

DID YOU KNOW?

- Today most mothers decide to breastfeed their babies
- Native breastfeed 8 or more times in 24 hours
- breastmilk is the only food a baby needs for the first 6 months

To find out...

- Why breastfeeding matters
- Common behaviours of a breastfed baby
- How you can help the breastfeeding family

For more information, call Health Connection 1-877-211-1329

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 SUSTAINABILITY?

**Breastfeeding in Public Campaign**

- On-going outreach
- Determine if cultural shift occurred (RFFSS)

**Health Care Provider Education**

- Increased knowledge and skills
- Distribution of Breastfeeding Protocols (1st & 2nd quarter of 2016)
- Enhanced Relationships – ongoing educational supports

**Grandmothers**

- Launch promotion 1st quarter 2016
- Website
- Resources

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 FINAL THOUGHTS

- This project was supported by over 25 health unit staff
- Supported by over 29 community partners
- Timelines were extended during planning phase
- Brought community partners to the table
- Making a difference in the support women are receiving

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