Population

<table>
<thead>
<tr>
<th>Community</th>
<th>Type of Area</th>
<th>Area Total Population Area</th>
<th>Area Households</th>
<th>Total Household Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makueni West Ward</td>
<td>992</td>
<td>12,779</td>
<td>989</td>
<td>6,131</td>
</tr>
<tr>
<td>Nyeri East Ward</td>
<td>552</td>
<td>4,663</td>
<td>4,663</td>
<td>2,876</td>
</tr>
<tr>
<td>Nyeri South Ward</td>
<td>1,944</td>
<td>1,495</td>
<td>1,495</td>
<td>969</td>
</tr>
<tr>
<td>Migori East Ward</td>
<td>277</td>
<td>495</td>
<td>495</td>
<td>324</td>
</tr>
<tr>
<td>Migori West Ward</td>
<td>201</td>
<td>213</td>
<td>213</td>
<td>138</td>
</tr>
<tr>
<td>Migori North Ward</td>
<td>1,067</td>
<td>798</td>
<td>798</td>
<td>531</td>
</tr>
<tr>
<td>Migori South Ward</td>
<td>1,071</td>
<td>1,071</td>
<td>1,071</td>
<td>713</td>
</tr>
<tr>
<td>Self-Help North Ward</td>
<td>201</td>
<td>201</td>
<td>201</td>
<td>138</td>
</tr>
<tr>
<td>Other Areas</td>
<td>201</td>
<td>201</td>
<td>201</td>
<td>138</td>
</tr>
<tr>
<td>Total</td>
<td>5,080</td>
<td>5,080</td>
<td>5,080</td>
<td>3,404</td>
</tr>
</tbody>
</table>

What did we know and what did we learn about our chosen target population?
Breastfeeding: "Anishnawbe Kwe have a spiritual nutrition from within to create balance from her for her baby – left & right. It is a special place for our babies to create a very special bond not only with their mother but with all of creation.

- Mary Elliot, Elder, Atikameksheng Anishnawbek

What strategies did you use to reach your target population?

• Partnership
• Community based
• Awareness campaign life size cut-outs
• Created resource directory guide & magnets
• Rollout
• Follow up letter & resources
Media Releases

- Sault Star article
- Sootoday article
- APH
- CTV clip

Awareness Campaign: Life-sized cut-outs

Garden River First Nation
What was the outcome of our project?

• increased awareness/knowledge in populations with lower rates of breastfeeding
• improvements in breastfeeding services for populations with lower rates of breastfeeding
• increased service provider knowledge/skills related to breastfeeding in populations with lower rates of breastfeeding
• new breastfeeding services for populations with lower rates of breastfeeding
• Other community partners included; Sudbury District Health Unit, SAH, Group Health Centre, Obstetricians
Lessons Learned

- Relationship building
- Time
- Large geographic area
- Infrastructure & personnel
- Sustainability
- Staff turnover
- Updates
- Funding

Sustainability

- Reserved some resource guides and magnets for distribution in 2016-2017
- Peer support
- Cut-outs at community events & locations
- Follow-up media release & relaunch of the cut-outs in the spring
Questions & Comments

Cynthia McCutcheon, MPH
Aanjichigewin Health Educator/Promoter-West End & Doodooshaaboo Project Lead
Maamwesying, North Shore Community Health Services Inc.
cynthia.morriseau@nmninoeyaa.ca
(705)849-7136

Catherine Willet, RN BScN
Indigenous Liaison, Doodooshaaboo Project Team Member
Algoma Public Health
cwillet@algomapublichealth.com
(705)942-4646 ext. 3039