QUEEN SQUARE FAMILY HEALTH TEAM

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

QUEEN SQUARE
FAMILY HEALTH TEAM

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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

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

GOALS

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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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

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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

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INFANT FEEDING QUESTIONNAIRE

APPLY PATIENT LABEL

Infants up to 6 months of age:
- ☐ **FORMULA FEEDING (F)**
- ☐ **BREASTFEEDING (BF)**　☐ With supplement

　　　　　　　　　　　　　　Reason:
  - ☐ Exclusively (Only BF)　☐ *Medical*
  - ☐ Total (All BF now)　☐ *Social*
  - ☐ Mostly (BF > F)
  - ☐ Equal (BF = F)
  - ☐ Some (BF < F)

My baby is currently (please check which applies) :
  - ☐ 1 week old
  - ☐ 2 weeks old
  - ☐ 1 month old
  - ☐ 2 months old　　　*Physician Initials:*
  - ☐ 4 months old
  - ☐ 6 months old
  　　　　　　　　　　　　_____

Infants 9-12 months of age:
- ☐ 9 months old　☐ Breastfeeding ☐ Formula ☐ Both
- ☐ 12 months old　☐ Breastfeeding ☐ Formula ☐ Both

Thank you for your participation!

QUEEN SQUARE
Family Health Team

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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

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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

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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

KNOWLEDGE SHARING

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

Sharing is caring

THANK YOU

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FEEDBACK & CONTACT

Any Questions?

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