


# Pebbles in a Pond

**Implementing a Peer Breastfeeding Program at Kingston Community Health Centres**

**Karen Laidlaw:**  
**Family and Community Support Worker and Facilitator of Breastfeeding Families (BFF)**



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## Outline

- Overview of Breastfeeding Families.
- Our successes.
- Our challenges.
- Voice of the volunteer BFF peers – movie.
- **Tool box for starting a peer breastfeeding program.**



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## Overview of Breastfeeding Families (BFFs)

**Goal : To increase the initiation, exclusivity and duration of breastfeeding among low-income women in north Kingston**

- KCHC information and demographics
- Why we applied for the grant.
- Recruitment + Training
- How BFFs provide support.



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### BFFs - Successes

- Increased breastfeeding knowledge and visibility both at the health centre and in the community – from surveys.
- Reported increased breastfeeding confidence among peers and attendees at groups.
- Unexpected outcome – creation of a Facebook page by and for community members about breastfeeding.



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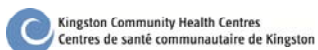
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### BFFs - Challenges

- Expectations
- Competing demands on peers' time and energy
- Communication
- Training and Evaluation
- Promotion



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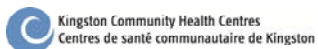
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### Voice of the peers!



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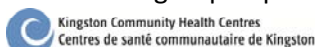
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### Tool Box for Starting a Breastfeeding Peer Support Program

- Education for peers – train the trainer, accessing local free support for education.
- Mentorship for facilitator- with someone who has worked with volunteers.
- Communication plan- with each peer and with the group of peers but be flexible!



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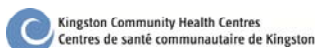
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### Tool Box for Starting a Breastfeeding Peer Support Program

- Administration and budget support – clarity re: who does what from the beginning and enlist management to delegate as needed. Peers can be called on to only do so much.
- Evaluation- involve data management person from the beginning, develop surveys/data collection methods with IT based on your goals.



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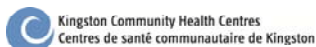
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### Tool Box for Starting a Breastfeeding Peer Support Program

- Sustainability....the ripples in the pond !
  - Increased knowledge and confidence with breastfeeding.
  - Peers are excited about their role.
  - Peers are leaders in the community.
  - Breastfeeding is more visible.
- Ask: “What is working?” and focus on this.
  - For us- breastfeeding cafes, peers in existing groups and continuing 1:1 matches.



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**Questions?**

**For more information:**  
Tel: 613.542.2949  
Email: info@kchc.ca  
Website: www.kchc.ca

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Caring. Responding. Building Community. ♦ Prendre soins. Intervenir. Bâtir une communauté.

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**Breast Milk: Give the gift of Life**



**DID YOU EVER WONDER WHAT'S IN... ?**

BREASTMILK	FORMULA
Antibodies	
Hormones	
Anti-Viruses	
Anti-Allergens	
Anti-Parasites	
Growth Factors	
Enzymes	
Vitamins	
Minerals	
Water	
Fat	
Protein	
DHA/ARA	
Cholesterol	
Carbohydrates	
Potassium	

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**Fact 1:**  
Breastfeeding creates a wonderful bond between the mother and her child.



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© UNICEF/PHOTO/ARND BRONKHORST

Children exclusively breastfed for the first 6 months are 14x more likely to survive than those who are not.

#Breastfeeding unicef

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**Fact 2:**  
Breast milk contains antibodies that help your baby fight off viruses and bacteria.

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**Fact 3:**  
Breast milk changes with the baby's needs as they grow.

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Fact 4:  
Breast-milk contains all the  
fluid  
and nutrients baby needs

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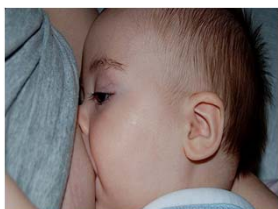
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Fact 5:  
Natural form of birth control,  
increases time between babies

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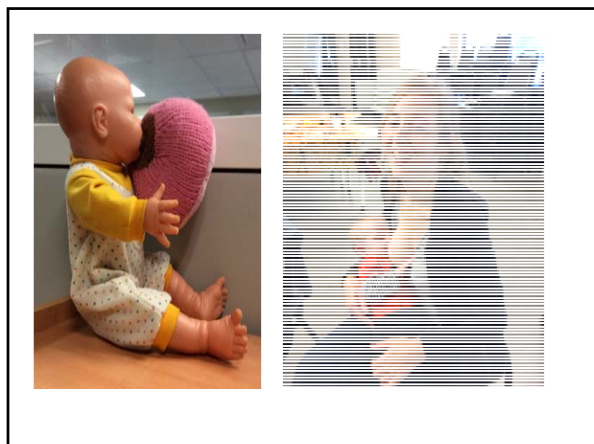
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5 Benefits of Breastfeeding:

1. Breast milk is the best food to help your baby to grow and develop.
2. Breastfeeding provides a measure of protection against breast cancer and ovarian cancer.
3. It's easy on the budget.
4. It's convenient and portable.
5. It's good for the environment.

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**Together let's normalize breastfeeding!**



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Breastfeeding is the most natural way  
of feeding our babies.



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