

WE Breastfeed Program – Guelph Community Health Centre

REACHING PARENTS AT RISK OF NOT BREASTFEEDING THROUGH PEER SUPPORT




Guelph CHC
growing healthy together

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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



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The WE Breastfeed Program

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



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Local Support Listing



Breastfeeding Support in Guelph

Breastmilk is the natural food for babies. It contains everything your baby needs. Health Canada recommends feeding your baby only breastmilk for the first six months. At six months, begin to introduce solid foods and continue breastfeeding for up to two years and beyond. The following free services can help you breastfeed as long as you and your baby want.

| What's Available | How To Participate |
|--|--|
| Drop In Breastfeeding Clinic: Public health nurses are available to answer your breastfeeding questions, help get you started, support you through challenges, and encourage you to continue to breastfeed your baby. For more information visit: www.guelph.ca | Drop into the Public Health Office at the Wellness Centre, 20 Sandhill Crescent. Monday & Friday: 1 – 3:30 p.m. Call Monday – Friday: 9 a.m. – 4 p.m. |
| KIDS LINE Telephone Support: 1-800-265-7279 ext. 3616 Public health nurses are available to answer your questions by phone. For more information visit: www.guelph.ca/kidslinetogether | Call the program coordinator at 519-821-6638, Ext. 250 to be matched with a trained mother who can offer peer support. |
| WE Breastfeed Telephone Support: 519-821-6638, Ext. 250 Trained mothers who have breastfed their children offer telephone support. Available in different languages. | Call the program coordinator at 519-821-6638, Ext. 250 to be matched with a trained mother who can offer peer support. |
| Drop In Breastfeeding Café: Trained mothers who have breastfed their children are available for support. Visit www.guelph.ca or call 519-821-6638, Ext. 250 for more information. Find them on Facebook: www.facebook.com/whenwewerebreastfed | Drop into the Downtown Community Health Centre (Children's Room, Main Floor, 176 Wyndham St N) Wednesdays 1 – 2:30 p.m. Other times and locations are available, see www.guelph.ca for details. |
| Drop In La Leche League Canada - Guelph Group: Accredited La Leche League Leaders offer daytime and evening mother-to-mother breastfeeding information, encouragement and support. Visit www.lll.ca or email guelph@lll.org for more information. Join them on Facebook: www.facebook.com/la.leche.lig.ca/guelph | Drop into the Downtown Community Health Centre (Community Room), 176 Wyndham St N Second Thursday of each month: 10 a.m. – 12 p.m. Drop into Stone Road Mall, 2nd Floor, Ontario Early Years Centre, (Sheridan Mall, 439 Stone Rd) Last Wednesday of each month: 7 – 9 p.m. |

*Phone country of www.northwestbreastfeeding.com

Local Support Listing

IMPORTANT

Contact your healthcare provider today, or call **Telerealth** 1-866-797-0000. If:

- Your baby is very sleepy and hard to wake for feedings
- Your baby is crying and will not settle after feedings
- Your baby does not have enough wet and dirty diapers
- You have a concern or feel that something is not right with your baby
- Your nipples are sore and are not getting better
- You have a breast infection, flu-like symptoms, or a red and painful area on your breast.

Additional Breastfeeding Support & Information

- Specialist Pediatric and Lactation Clinic:** For a referral to Dr. Montonen, Pediatrician and Tara Boyce, Nurse Practitioner and Lactation Consultant, contact your doctor or midwife. Located in the John's Superstore at 200 Franklin Blvd in Cambridge, 519-529-3600.
- Information About Breastfeeding and Medication, Drugs and Alcohol:** *Motherisk*
Visit www.motherisk.org or call 416-813-6760 Monday-Friday from 9 a.m. - 5 p.m. for information and support.
- Telerealth Ontario:** 1-866-797-0000
A free, confidential telephone service you can call for breastfeeding help from a Registered Nurse. Available 24 hours a day, 7 days a week.
- Findings Guide Ontario Breastfeeding Services:**
Search for breastfeeding services across Ontario
<http://www.ontariobreastfeeding.ca/>

Rental Pump Rentals
The businesses listed below rent breast pumps. Please call for pricing and availability.







- Ontario Home Health 519-821-9519 66 Days In
- MeritRx Pharmacy 519-837-1820 80 Days In
- Pharm Care Pharmacy 519-837-4558
- Aurora Medical Centre, 5285 Steeles Rd E
- Shoppers Drug Mart 519-822-2480 120 Grocery Kit
- University Square Pharmacy 519-765-3301 90 Grocery Kit
- Diaper Depot 519-765-3399 90 Grocery Kit

Fee for Service Breastfeeding Services

- International Breastfeeding Centre/Nowlan Breastfeeding Clinic:** Call 1-877-688-0002 or visit www.illc.ca to book an appointment (breastfeeding videos and information sheets also available on website).
- International Lactation Consultant Association:** Find a private Lactation Consultant online: www.ilkc.org

"Our goal is to increase rates of breastfeeding initiation, exclusivity, and duration in Guelph"
Breastfeeding Collaborative of Guelph

This resource was created by the Community Breastfeeding Collaborative of Guelph

Updated: August 2015

Reaching Out to Priority Parents

Effective Promotion Strategies – A Lot of Legwork Required

- Face to face & word of mouth still most effective
- Distribute promo materials everywhere
- Public Facebook page – attempt to post daily, choose admins carefully
- Emphasize the social aspect of the café, avoid calling it a 'support group'

Reaching Out to 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!

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

- Use a 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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