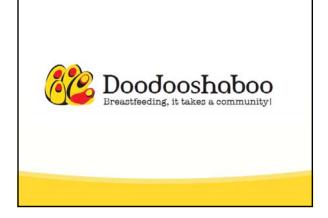


Population				
Community	On-Reserve 2004	Total Band Population 2003	On-Reserve 2013	Total Registered Members 2013
Batchewana First Nation	663	2,170	700	2,678
Garden River First Nation	935	2,054	1,150	2,682
Thessalon First Nation	80	542	165	705
Mississauga First Nation	477	982	385	1,218
Serpent River First Nation	325	1,100	321	1,306
Sagamok Anishnawbek	1,278	2,183	1,545	2,751
Atikameksheng Anishnawbek	352	815	364	1,226
Sault Ste. Marie Aboriginal Population (Indian Friendship Centre – N'Mninoeyaa Aboriginal Health Access Centre Partner) (Baawaating Family Health Team)	1,278	4,530	1,544	7,760
TOTAL	5,388	14,376	6,174	20,326





Doodooshaaboo is a bre	
Maamwesying, North Sh Health, made possible	eastfeeding community project done in partnership with nore Community Health Services Inc. and Algoma Public by Best Start Health Nexus. Our goal is to ensure tha es have access to the best supports and resources in ou
is a connection. When doodooshaaboo is like	earth, like the old way, fruits, vegetables, the animals, there you breastfeed, you share that connection. Nurturing from nurturing from the earth. "Doodooshaaboo" describes the er Earth, which is tied in with the relationship of mother $\theta$
	- Marlene Pine, Elder, Garden River First Nation

### 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
- <u>APH</u>
- CTV clip

## Awareness Campaign: Life-sized cut-outs



### Garden River First Nation



# Batchewana First Nation

## IFC Roll-out Video



### Sam

where they soot hear this booth is an extensive why embarrassed to free thin in public. I would find very secretive places to feed. — I would find very secretive places to feed. — I would find very secretive places to red as an en if I was still breastfeeding and if I what is still breastfeeding and if I what is still be the stranger that is signed up for . — but after facing that fear infraor of a room full of strangers have that signed up for . — but after facing that fear infraor of a room full of strangers have bound a new confidence in feeding my son in public. It now makes me feet good to see more stranger than the stranger than

### Magnets



### 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
- Follw-up media release & relaunch of the cutouts in the spring




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