







Population

Community	On-Reserve 2004	Total Band Population 2005	On-Reserve 2013	Total Registered Members 2013
Batchewana First Nation	663	2,370	700	2,678
Garden River First Nation	935	2,054	1,150	2,682
Thessalon First Nation	80	345	165	700
Missionary First Nation	477	982	385	1,238
Serpent River First Nation	385	1,100	381	1,396
Sagamok Anishnawbek	1,278	2,483	1,545	2,751
Aikamookaheng Anishnawbek	352	815	364	1,228
South Star Aboriginal Population (Indian Friendship Centre N'Mtlaosyan Aboriginal Health Access Centre Partner) (Sawwaning Family Health Team)	1,278	4,230	1,544	7,760
TOTAL	5,388	14,376	6,171	20,336

What did we know and what did we learn about our chosen target





AANIIN/BOZHOO/HELLO

Doodooshaaboo is a breastfeeding community project done in partnership with Maamwesying, North Shore Community Health Services Inc. and Algoma Public Health, made possible by Best Start Health Nexus. Our goal is to ensure that mothers and their families have access to the best supports and resources in our community.

"When you eat from the earth, like the old way, fruits, vegetables, the animals, there is a connection. When you breastfeed, you share that connection. Nurturing from doodooshaaboo is like nurturing from the earth. 'Doodooshaaboo' describes the relationship with Mother Earth, which is tied in with the relationship of mother & child"

- Marlene Pine, Elder, Garden River First Nation



East End Quote

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



Batchewana First Nation



IFC Roll-out Video



Nimaamaayag/ Mothers



Sam

When my son was 18 months I was extremely shy/ embarrassed to feed him in public. I would find very secretive places to feed. - I had a friend randomly call me one day and ask me if I was still breastfeeding and if I would want to do a photoshoot. I had no idea what I signed up for... but after facing that fear in front of a room full of strangers I have found a new confidence in feeding my son in public. It now makes me feel good to see other moms doing the same. Women and moms unite because this is very acceptable and our human right! :) Ps. How cool is this



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
- Follow-up media release & relaunch of the cut-outs in the spring



Questions & Comments

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