




# Burntwood Regional Breastfeeding Committee

## ► Membership

- Maternity Unit & Public Health Staff
- Obstetricians
- Dietitians
- Lactation Consultants
- Community Health Nurse
- Midwife– Thompson
- Midwife– Norway House
- Babies Best Start– YWCA
- Public Health– Nelson House



# Step 1: Breastfeeding Policy

- ▶ Policy was in draft for a number of years
  - ▶ Finalized in 2009
  - ▶ Copies available for all new staff, discussed at RHA general orientation
  - ▶ Posted on Maternity Unit, Public & Community Health
  - ▶ Breastfeeding interfaced with many programs.
  - ▶ SUCCESS!
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# Step 2: Train all health care staff in skills necessary to implement the policy

- ▶ Staff began offering 18-hour course in 2003
- ▶ 20-hour course offered since ?
- ▶ General Orientation
- ▶ Breastfeeding workshop and conference
- ▶ Physician CME in Feb 2011
- ▶ Staff Education Cart since March 2011
- ▶ Skin-to skin lunch and learns
- ▶ SUCCESS!



# Step 3: Inform pregnant women and their families about the importance and process of breastfeeding

- ▶ Prenatal classes offered through Public Health
- ▶ Healthy Baby (BRHA) & Babies' Best Start (YWCA)
- ▶ Northern Breastfeeding Workshop– Oct 2010
- ▶ Northern Breastfeeding Conference– Feb 2011



# Step 3: Inform pregnant women and their families about the importance and process of breastfeeding con't..

- ▶ Hello Parents Parenting Conference– March 2011
- ▶ Healthy Together Now (CDPI) Regional Conference– March 2011
- ▶ Travel to outlying and FN communities as requested
- ▶ Promotion
- ▶ **SUCCESS!**



**Step 4: Place babies in uninterrupted skin-to-skin contact with their mothers immediately following birth for at least an hour or until completion of first feed or as long as the mother wishes.**

- ▶ Skin-to-skin after birth is now common practice in OR recovery for cesarean section
- ▶ Babies breastfeeding or skin-to-skin while lab work being done



**Step 4: Place babies in uninterrupted skin-to-skin contact with their mothers immediately following birth for at least an hour or until completion of first feed or as long as the mother wishes.**

- ▶ Initiation rates are high but decrease at discharge
- ▶ LATCH-R very effective tool for OBS & Public Health staff
- ▶ **SUCCESS & CHALLENGE!**









Breastfeeding and skin-to-skin in  
operating room/recovery


# Step 5: Assist mothers to breastfeed and maintain lactation should they face challenges including separation from their infants

- ▶ Hand expression education
  - ▶ Consults to lactation consultants
  - ▶ Breast pumps available in Thompson and outlying RHA communities through public health
  - ▶ SUCCESS!
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# Step 6: Support mothers to exclusively breastfeed for the first six months, unless supplements are medically indicated

- ▶ Consent form has been developed for mother's who make the informed choice not to breastfeed
  - ▶ Volume of formula given out per bottle has decreased
  - ▶ **SUCCESS & CHALLENGE!**
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# Step 7: Facilitate 24-hour rooming-in for all mother-infant dyads: mothers and infants together


- ▶ Common practice at TGH
  - ▶ Educate moms on safe sleeping practices
  - ▶ Baby cues
  - ▶ Breastfeeding support room on OBS
  - ▶ Stats????
  - ▶ SUCCESS!
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# Step 8: Encourage baby-led or cue-based breastfeeding

- ▶ Discuss baby-led breastfeeding with moms
- ▶ Awareness of cue based breastfeeding promoted
- ▶ **SUCCESS!**



# Step 9: Support mothers to feed and care for their breastfeeding babies without the use of artificial teats or pacifiers

- ▶ Past practice to offer to all moms
  - ▶ Currently not given unless absolutely requested by mom
  - ▶ **SUCCESS & CHALLENGE**
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# Step 10: Provide a seamless transition between the services provided by the hospital, community health services and peer support programs

- ▶ Postpartum referral process is quick
- ▶ All breastfeeding moms are open to PHN caseload in BRHA communities
- ▶ Lactation consultant referrals
- ▶ Work with OB-Gyne for APNO
- ▶ Breastfeeding Support group– once weekly
- ▶ Lack peer support programs

SUCCESS & CHALLENGE!

# Breastfeeding Challenges



2009


2010





# Success


## BABIES BEING BREASTFED RESEARCH PROJECT

- ▶ Research of BRHA CEO Gloria King for Masters in Public Health
  - ▶ Chart review and telephone survey of 234 Moms to gather information re: breastfeeding experience and determine factors related to duration of breastfeeding
  - ▶ Presented at Breastfeeding Grand Rounds
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# Success continues ☺

- ▶ Milk for Milk project
- ▶ CPNP collaboration
- ▶ Number of RHA staff working towards LC designation
- ▶ World Breastfeeding Week Regional Promotion
- ▶ Breastfeeding Challenges
- ▶ Rural Week 2011
- ▶ Healthy Together Now (CDPI)
- ▶ MOCK ASSESMENT SEPTEMBER 2009

# Bumps in the Road to BFI

- ▶ Decreased initiation and discharge rates– geography of region makes it difficult
  - ▶ Our biggest challenge will be obtaining 75% exclusive breastfeeding at hospital discharge
  - ▶ Need to focus on outreach/collaboration with First Nations Communities, Nursing Stations and CPNP to support BF moms
  - ▶ Peer support
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# Thanks for your time 😊

