



Ontario Breastfeeding Committee Newsletter July 2007

The Somerset West Community Health Centre (CHC) is now the first CHC in Ontario to be designated "Baby Friendly" and the first outside of Quebec

The assessors were particularly impressed with:

- ❑ the positive attitude and knowledge of the staff,
- ❑ the overwhelming feedback from clients about SWCHC staff and services and the facility's reputation in the community.
- ❑ the degree of statistical detail and ease of interpretation of the stats,
- ❑ the high rate of breastfeeding initiation 92% and duration 66% at 6 months.

Exemplary support and resources are provided for obstetrical clients, new parents and their families including breastfeeding support, well baby drop in clinic for professional and peer support, access to lactation consultant services and dieticians, prenatal classes as well as all the other primary health care and social services available. Every member of the team supports the Baby Friendly Initiative through best practice as was evidenced by the praise and appreciation expressed by the families interviewed during the assessment and the comfort with which women fed their infants in the facility and the community. It is admirable to see the dedication to supporting breastfeeding especially as the breastfeeding population forms a small part of total number of clients served by the Centre.

The Somerset West Community Health Centre exists to help the residents of West-Central Ottawa achieve optimal health and social well-being. Special attention is given to those who have additional needs because

of income, language, culture, age, gender, family composition, disability or other factors.

Staff includes an acupuncturist, chiroprapist, dietitians, family doctors, family doctors with obstetrics, lactation consultant, nurses (including Southeast Asian Nurses), nurse practitioners and seniors' outreach nurses.

The Centre offers care for all ages and cultural groups: adults; babies; children; teenagers; and seniors and services include regular medical appointments; urgent daily appointments; advice; community education; complete physical examinations; counseling; home visits; and information about health problems. Services are available in English, French, Mandarin, Cantonese, Spanish, Vietnamese and Italian.

Explore the Somerset West Community Health Centre by visiting their website at <http://swchc.on.ca/web/index.html>



Part of the Team from The Somerset West Community Health Centre: Executive Director Jack McCarthy, Program Director Merry Cardinal, BFI 'Point Person' Diana Warfield with BFI Assessor Ginette Belanger.

**Congratulations from the
members of the OBC**



What's happening in Ontario?

The Halton community has joined the Baby Friendly Initiative (BFI), a global campaign supported by the World Health Organization and UNICEF. The goal of the campaign is to give each baby the best possible start in life and reduce infant morbidity and mortality. The Halton Baby Friendly Initiative (HBFI) is a community action group consisting of health care professionals, community groups and consumers in Halton Region. The campaign is inclusive of all babies regardless of how they are fed. Our mission is to protect, promote and support breastfeeding in Halton. Our vision is to make breastfeeding the norm for infant feeding in Halton.

The HBFI is striving to become the first community in Canada to achieve the Baby Friendly designation. The community approach was reflected during the launch of this coalition during World Breastfeeding Week 2005. A local MPP, Hospital CEOs, physicians, midwives, members from hospitals, breastfeeding clinics, health care and public health agencies and consumers endorsed the coalition.

Participating in this coalition, the need for certain criteria arose. Terms of Reference, Mission statement, Vision statement, as well as, goal and objectives became essential and were prepared in collaboration with all partners. Equally important is celebrating the many successes, recognizing efforts of individuals, and utilizing outside resources to ensure ongoing achievements.

The benefits of working collaboratively include sharing evidence-based & best practice guidelines, while continually promoting, protecting and supporting breastfeeding across the continuum of public and private services for consumers. Thus, offering the best support for continued breastfeeding to families.

We want to hear from you!

Please send your news to kventer1@cogeco.ca

The committee works together as equals to create and fulfill work plan goals. Members

participate at each phase, allowing for an increased sense of ownership.

Some of the achievements of this coalition are a community BFI policy, a consumer brochure, a breastfeeding friendly poster and a "Workplace Tool Kit".

Please contact Eileen Chuey, Halton BFI Coordinator, for more information on this wonderful initiative in Halton at

Eileen.chuey@halton.ca. ★



The York Region Health Services Breastfeeding Program's new window decal for businesses, restaurants, or any establishment to proudly display their willingness to provide a welcoming environment for breastfeeding families in York Region.

Contact Evelyn te Nyenhuis
evelyn.tenyenhuis@york.ca

May 2007

A Press conference at Queen's Park organized by Shelley Martel MPP.

The overall purpose of the press conference was to call on the government to implement a provincial breastfeeding strategy including

- Implementing the BFI
- Examining the Quebec model
- Ensuring that nurses are integral to the strategy.

Speakers included Shelley Martel MPP

Joanne Gilmore, Childbirth Nursing Interest Group RNAO, Lori Levere Chair of the OBC, and Dr. Jack Newman director of the Newman Breastfeeding Clinic and Institute.

At the press conference, NDP MPP Shelley Martel said the Dalton McGuinty government has been ignoring complaints that the current patchwork system leaves many moms and babies without support despite evidence breastfeeding can be an important component in the battle against childhood obesity and other illnesses.

Ontario Public Health Promotion Minister Jim Watson said Smitherman will have to decide if Ontario will follow the route of jurisdictions such as Quebec that have a more universal program.

Breastfeeding advocates including the Ontario Breastfeeding Committee, continue to seek opportunities to convince government of the importance of breastfeeding as a primary health care strategy that impact on the immediate and long-term health of the people of Ontario.

The latest available data shows rates of initiation of breastfeeding at 87%, but at six months only 39% of moms are still nursing in the province and only 20% exclusively.



January 24th. 2007

Toronto Public Health Recommendations to the Toronto Board of Health on Breastfeeding approved!

As a recognized leader in breastfeeding practice, Toronto Public Health is working towards the internationally recognized *Baby-Friendly Initiative (BFI)* designation and is well positioned to advocate for exclusive and sustained breastfeeding as well as act as a catalyst for *BFI* in local hospitals.

In order to determine compliance with *BFI* in Toronto hospitals and identify gaps in service, Toronto Public Health will:

- assess current hospital policies, practices, professional attitudes and behaviours as they relate to breastfeeding and
- survey mothers about their breastfeeding experience in hospital
- gather information about exclusive breastfeeding initiation rates in hospital and exclusive breastfeeding rates at hospital discharge.

The results of these surveys will be summarized in a "Report Card on Breastfeeding in Toronto". The report card will provide baseline data and will be a useful tool for both Toronto Public Health and hospitals to determine gaps and develop strategies for action. The Board of Health is called on to advocate for provincial policy and funding support for hospitals, public health and community health services to protect, promote and support breastfeeding. Toronto Public Health will continue to champion *BFI* in public health services, develop a policy that affirms the right of breastfeeding mothers to breastfeed in all public places controlled by the municipality, and support Toronto hospitals to identify challenges and seek solutions.

Cont...

The recommendations included

2. "The Board of Health request the Ontario Minister of Health and Long-term Care and the Minister of Children and Youth Services to:

- a. support the implementation of the *BFI* in Ontario hospitals, public health units and other community health services,
- b. include the *BFI* in the revision of Ontario Ministry of Health and Long-term Care Health Programs and Services Guidelines, and
- c. provide funding to support *BFI* Implementation in Ontario hospitals, public health units and other community health services; "

Joanne Gilmore reported that the recommendations were approved with a change to rec. #5 to report back in June rather than October. In addition a few additional recommendations were put forward and approved.

The press tended to focus more on the breastfeeding in public piece rather than the BFI however there was a very positive editorial in the Toronto Star at

<http://www.thestar.com/article/174062>

Toronto East General Hospital receives recognition for work done on the BFI

Representatives from the Breastfeeding Committee for Canada and the Ontario Breastfeeding Committee paid a special visit to Toronto East General Hospital (TEGH) on Thursday May 10th. 2007 to present the hospital with a Certificate of Intent, recognizing the work that has been accomplished on the journey to become Baby Friendly.

Marla Fryers, VP Programs and NCO of TEGH, commented "*Being presented with this certificate shows the tremendous effort in terms of teamwork within the organization, as well as with parents and the National and Ontario Breastfeeding Committees, who have been with us every step of the way.*"

Lori Levere, Chairperson of the Ontario Breastfeeding Committee, presented the certificate noting, "*the first few days that women spend in the hospital are critical and instrumental in initiating and demonstrating breastfeeding and TEGH's success will be an example throughout the province.*"

Preparations are now underway for the final BFI Assessment which will take place soon. Best wishes from OBC Members to the Team at TEGH.

Toronto East General Hospital staff and patients at the certificate presentation, with Lori Levere and Kathy Venter.



Step by Step, Day-by-Day...

Point 3. Inform pregnant women and their families about the benefits and management of breastfeeding.

In a Baby Friendly Community facility, breastfeeding counseling is given to at least 80% of women using the service. If no prenatal clinic or service exists, links with the community prenatal programs are documented.

A written description of the minimum requirement for prenatal education is available. Prenatal discussions cover the importance of exclusive breastfeeding for 6 months, the benefits of breastfeeding, the hazards of not breastfeeding, the risks of artificial feeding, infant feeding cues, and basic breastfeeding management, including the value of 24 hour rooming in, early skin-to-skin contact and cue-based feeding.

Pregnant women at 32 weeks or more gestation who are using the prenatal service confirm that

- the benefits of breastfeeding have been discussed with them
- can list at least 2 benefits of breastfeeding and
- can list 3 breastfeeding management topics
- confirm they have received no group education on the use of breastmilk substitutes.
- Educational materials for pregnant women and families provide accurate information and specifically address
 - the basics of breastfeeding
 - position and latch (see appendix - teaching sheet)
 - hand expression of breastmilk
 - infant feeding cues
 - expected normal feeding behaviors (frequency of feeds, output)
- the benefits of skin-to-skin care, especially for premature infants
- exclusive breastfeeding, recommended for the first 6 months from birth
- breastfeeding support

...that's the Baby Friendly way

- community professional follow-up
- mother-to-mother support groups
- employment rights of pregnant and breastfeeding women (the accommodation of breastfeeding women in the workplace).

These educational materials are available in the languages spoken by clients

- are reviewed on a regular basis
- have clear graphics or pictures
- acknowledge original authors.

These educational materials

- do not promote the use of breastmilk substitutes or any products covered under *The Code*
- are not produced by companies whose products are covered under *The Code*.

Written materials (such as booklets, leaflets, handbooks and text books with general information of pregnancy, parenting, infant feeding and child care) should not be given to women prenatally if they contain information on the feeding of breastmilk substitutes. This information should be provided in a separate document only to those specific women who have made an informed decision not to breastfeed.

Women and their families who have made an informed decision not to breastfeed will have available to them written materials on the feeding of breastmilk substitutes that are

- current, appropriate and separate from breastfeeding information
- free of promotional material that does not comply with *The Code*.

Note: Information required to make an informed decision includes

- benefits of breastfeeding for baby, mother, family and community
- health consequences for baby and mother of not breastfeeding


- ❑ risks and costs of breastmilk substitutes
- ❑ contraception compatible with breastfeeding, including the Lactation Amenorrhea Method
- ❑ *The 10 Steps* and *The 7 Point Plan*
- ❑ the right of women to be accommodated in the workplace during pregnancy and breastfeeding
- ❑ difficulty of reversing the decision once breastfeeding is stopped (see The BFI in CHS Implementation Guide p.19 for more information).

Pregnant women who have achieved 32 weeks or more gestation and who are using the prenatal service confirm that

- ❑ they are given sufficient opportunity to discuss their infant feeding decision with knowledgeable staff
- ❑ the benefits of breastfeeding have been discussed with them and are able to list at least 2 benefits from the following:
 - infant nutrition
 - mother infant bond
 - protection - including the role of colostrum as the only food needed initially
 - health of the mother
 - they have received no group education on the use of infant formula.

The same women are able to describe at least 2 of the following breastfeeding management topics:

- ❑ importance of rooming-in
- ❑ the importance of skin-to-skin care
- ❑ how to ensure an adequate milk supply
- ❑ importance of feeding on demand, including feeding cues
- ❑ correct position and latch
- ❑ hand expression of breastmilk
- the signs of successful breastfeeding (how to tell that their infant is doing well).


 See the **Checklists and Appendices** in the Indicators - The Baby-Friendly Community Health Services (The Seven Points)' for details of topics including

- Summary of the International Code
- Principles of Breastfeeding
- Assessment of Latch Check-off Sheet
- Initiation of Lactation: Anticipated Behaviors and Feeding Patterns
- Breastfeeding Education Materials for Families

Excerpts from 'The Seven Point Plan and Practice Outcome Indicators For The Protection, Promotion and Support of Breastfeeding in Community Health Services (CHS) March 24,2004' which explain in detail the expected outcomes of the implemented BFI 7 Point Plan.

The full document may be accessed at www.breastfeedingcanada.ca



 **Please renew your membership and invite your colleagues to join us too!**

Download a membership form from the website

www.breastfeedingontario.org

OBC NOTICE BOARD

Save the Date

**Breastfeeding
Challenge 2007**

Register now!!
Sept 29, 2007

The Ontario Baby Friendly *Hospital* group extends an invitation to network with other hospitals working on BFI:

This group meets to network and share strategies for implementation of the Baby Friendly (Hospital) Initiative.

For more information contact
Kathy Venter kventer1@cogeco.ca or
Hiltrud Dawson h.dawson@beststart.org

The Ontario Baby Friendly Initiative in Community Health Services (Ont. BFI in CHS) has been formed to create opportunities for representatives of community health services to share and problem solve various aspects of implementing the *7-Point Plan* in their local health service agencies to meet the goals for BFI.

For more information contact Hannele at
Telephone (705) 942-3103 ext 244
Fax (705) 541-7308
Hannele_Dionisi@ahu.on.ca

Breastfeeding Week

October 1-7th 2007

WBW Theme

Breastfeeding First!
**Beginning breastfeeding within the
first hour**

**OBC AGM in November
2007**

Watch this space for
details