



# Ontario Breastfeeding Committee Newsletter

Volume 4: # 1: March 2005

## *The Breastfeeding Committee for Canada announces the first BFI Birthing Centre and Community Health Service in Canada*

**La Maison de Naissance Mimosa in Saint Romuald QC is the first birthing centre in Canada to receive the Baby-Friendly™ designation.** A three-person assessment team led by Louise Dumas undertook the external assessment in December 2004. The birthing centre, which is primarily staff by midwives, has about 200 births per year and boasts 100% breastfeeding initiation. All mothers are followed for the first six weeks post-partum when breastfeeding remains at 88.5%. Congratulations to La Maison de Naissance Mimosa for achieving the demanding standards required for BFI designation and becoming Canada's first designated birthing centre!

Congratulations are also, again, extended to the Quebec Breastfeeding Committee (CQA) for leadership and commitment to promoting the implementation of the Baby-Friendly™ Initiative in healthcare settings across the province.

**CLSC d'Argenteuil in Lachute QC is Canada's first designated Baby-Friendly™ Community Health Service!!** A three-person assessment team led by Louise Dumas undertook the external assessment in November, 2004 with Marianne Brophy, Chair of the BCC's BFI Assessment Committee, participating as an observer. The area served by the CLSC has about 250 births per annum, some of which take place at Centre Hospitalier Saint-Eustache, which became Canada's third BFHI-designated hospital in the spring of 2004. In reporting to the BCC Board on this assessment, Marianne Brophy described the outstanding integration of care provided to women, infants and families both pre and postnatally including excellent peer support programmes. Congratulations to CLSC d'Argenteuil for reaching the demanding standards required for BFI designation and becoming Canada's first designated Community Health Service!!

## *First BFI hospital gets re-certification*

**Hôpital Brome-Missisquoi-Perkins Hospital in Cowansville QC has been confirmed as a Baby-Friendly™ Hospital** after being re-assessed in November 2004. Louise Dumas led the three-person re-assessment team and the visit took the form of a full external assessment. Marianne Brophy was also an observer during the re-assessment. Congratulations to BMP for maintaining the demanding BFHI standards over the last five years to become Canada's first successfully re-assessed facility!

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## *What's happening in Ontario? We want to hear from you!*



Please send us news of your activities or tell us about your challenges/victories on the road to becoming Baby Friendly (real names and places can be excluded) so we may network and learn from each other.

We would also like to know what is happening in breastfeeding promotion in all parts of Ontario. We would like this to be your newsletter to communicate the great work which is happening throughout the province.

Contact:

[marcia.annamunthodoallen@region.york.on.ca](mailto:marcia.annamunthodoallen@region.york.on.ca) or Tel: 905-762-1282 ext 4679

## **“Baby Friendly” accreditation leads to higher breastfeeding rates**

From: UNICEF UK Baby Friendly Initiative  
22 February 2005 [bficoord@unicef.org.uk]

A new [study](#) has shown that babies born in Baby Friendly hospitals are more likely to be breastfed than those born in non-accredited units.

Babies in Baby Friendly hospitals were 28% more likely to be breastfed at 7 days than those born in other units. Breastfeeding rates in the accredited units rose faster over the study period than elsewhere: 11.39% in Baby Friendly hospitals compared with 7.97% in hospitals without the award.

Researchers in Glasgow looked at breastfeeding data for 445,623 babies born in Scotland between 1992 and 2002 - 96% of all births which took place in a maternity unit with over 50 deliveries a year.

The study concludes that all maternity hospitals should be encouraged to achieve accreditation as Baby Friendly.

Scotland has been leading the way in breastfeeding promotion and support for the past decade. Breastfeeding rates are rising fastest here and almost all Scottish hospitals are working hard for the Baby Friendly award if they have not already achieved it. This will at least partly explain why the breastfeeding rate in non-accredited units is also rising.

Outside Scotland, and particularly in England, breastfeeding rates in non-Baby Friendly hospitals have been static for more than 20 years. The impact of Baby Friendly accreditation in England would therefore be expected to be even greater than the 28% shown in the latest study.”

Broadfoot M et al (2005). The Baby Friendly Hospital Initiative and breast feeding rates in Scotland. Archives of Disease in Childhood Fetal and Neonatal Edition 90: F114-F116 [[Abstract](#)]

**Become an OBC member by visiting the website at [www.breastfeedingontario.org](http://www.breastfeedingontario.org) and print a membership form.**

## ***A video from UNICEF: “Becoming Baby Friendly”***

UNICEF produces a video entitled “Becoming Baby Friendly”. This VHS movie may be helpful for those people seeking a video visual aid to educate staff about the Baby Friendly Initiative. The video lasts 20 minutes.

The video clips feature nursing in the UK but the principles and language related to breastfeeding can be related to local experiences in the hospital and community.

The video covers the Nature and benefit of breastfeeding including statistics to make these points clear. A world perspective is brief and the definition of BFI as a global strategy is covered. The connection between BFI and Best Practice Standards for postpartum nursing care is emphasised in the film.

The BFI process is described, as is the difference between BFHI and BFI. The film covers the 7 steps in detail. Policy development and promotion is covered and the rationale and vehicle for staff education is featured.

The film would be a great addition to discussions around early breastfeeding with a caesarean, skin to skin contact post delivery, treatment for jaundice while breastfeeding and co-sleeping. The film demonstrates the securing of artificial infant milk on the medicine cart. The affect of pacifiers and bottles on breastfeeding and hand expression and pumping for fragile infants who temporarily cannot breastfeed directly is nicely covered within the video.

Using a video to present BFI concepts and practices can increase the receptivity to the process of BFI and increase the interest for those staff who are being educated according to BFI principles. It can also be helpful in appealing to decision makers who would facilitate the process to occur in hospital and community settings. This video can be ordered from UNICEF Canada and previewed. For more information and for a link to the order form contact OBC.

Lori Levere  
Chair elect for OBC  
Public Health Nurse  
Peel Region

## **“Step-by-Step, Day-by-Day ...that’s the Baby Friendly way”**

**The Ten Steps and Practice Outcome Indicators For Baby-Friendly™ Hospitals provide detailed information about implementation of each of the 10 Steps. We continue to include excerpts and encourage further perusal of this essential document.**

### **Step 6. Give newborn infants no food or drink other than breast milk, unless medically indicated.**

This step encompasses the use of artificial breastmilk substitutes, pacifiers, artificial nipples and informed decision making.

According to the Indicators:

“ **Postpartum mothers** (from a random sample of all mothers including those with caesarean deliveries, at least 80% of those who are breastfeeding) confirm

- their babies have not received food or drink other than breast milk in the hospital
- they have been advised not to feed foods or drinks other than breastmilk for about 6 months, unless medically indicated
- they have received information to help them make an informed decision regarding the use of breastmilk substitutes, the use of pacifiers or artificial nipples and the difficulty of reversing the decision not to breastfeed
- breastfeeding is recommended for 2 years and beyond, with exclusive breastfeeding during the first 6 months from birth.

### **Staff members providing direct breastfeeding care** (from a random sample of at least 80%)

- have a clear understanding of the medical reasons where supplements are required (see *Acceptable Reasons for Supplementation* on page 19)
- recommend supplementing with the mothers own breastmilk. Or donor human milk (where available) wherever possible
- document the rationale when supplements have been recommended, including medical reason and evidence of parental consent
- effectively help breastfeeding mothers of fussy babies by encouraging more frequent, effective breastfeeding, skin-to-snik, cuddling, rocking and carrying
- are able to articulate the benefite of exclusive breastfeeding during the first 6 months reisks of feeding supplements to breastmilk.
- Inform mothers of the above benefits and risks, with emphasis on ensuring that families make informed decisions. (BFI Assessors will not penalize the hospital or community health service

- when families have made a truly informed decision to use supplements)
- Do not distribute breastmilk substitutes, products or promotional items that fall with the scope of *The Code*.

**For information or to obtain copies of the Ten Steps and Practice Outcome Indicators For Baby-Friendly™ Hospitals contact Marilyn Sanders BCC at [bfc.can@sympatico.ca](mailto:bfc.can@sympatico.ca)**

Further information and support is available from: the BCC at [bfc.can@sympatico.ca](mailto:bfc.can@sympatico.ca) or the OBC via [kventer1@cogeco.ca](mailto:kventer1@cogeco.ca)

## **World Breastfeeding Week 2005**



(image take from: [www.waba.org.my](http://www.waba.org.my))

For more information about WBW 2005 visit [www.waba.org.my](http://www.waba.org.my). Print a calendar to help keep activity planning on track.

We would like to hear from you as to how you celebrated WBW 2004. By sharing your efforts, others will get ideas for WBW 2005. Please send your event summaries to:

Marcia Annamunthodo Allen at [marcia.annamunthodoallen@region.york.on.ca](mailto:marcia.annamunthodoallen@region.york.on.ca) and your ideas will be included in the next newsletter.

More information about WBW events and ideas is available on the WABA website at: <http://www.waba.org.my/wbw/wbw04/wbw2004.html>

## *The Baby Friendly Initiative in Ontario*

### **Hospital and Community Regional Workshops**

#### ***Breastfeeding is primary preventative health care that lasts a lifetime.***

In October and November, 2004 the Best Start Resource Centre and the Ontario Breastfeeding Committee (OBC) hosted three regional workshops. The workshops were jointly facilitated by an Ontario Baby Friendly Initiative (BFI) assessor and a Best Start staff member. These one-day workshops provided a forum for participants to discuss potential strategies and ways to address challenges in implementing the BFI. They also provided participants with background information on the health care costs of formula feeding versus breastfeeding and the global criteria for becoming "Baby Friendly". Each session included information about the Baby Friendly Community Health Services (The Seven Points) and the Baby Friendly Hospitals (The Ten Steps).

The workshops were held in Cornwall, Thunder Bay and Waterloo. They each held between twenty and forty participants. They included representation from Hospitals, Public Health Units, Community Health Centres, Ontario Early Years Centres and First Nations Service Providers. For the most part the feedback was positive. Participants stated that they were provided with an opportunity to network with service providers from their own community and from other Ontario communities. Many felt they received useful strategies for addressing their challenges in implementing the BFI.

Participants were at very different stages in their path to becoming Baby Friendly. Some participants attended the workshop to get more information on the BFI. Others were well along the path and had already taken many of the BFI steps. Participants stated that they would like more regional workshops targeted at beginner, intermediate and advanced levels. Best Start and OBC will consider hosting future workshops. We will keep you posted. In the meantime if you have any questions regarding the BFI or you would like to talk to an Ontario BFI assessor, please contact OBC. ....

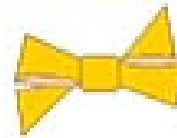
### **Thunder Bay District Health Unit**

I am the co-chair of our Thunder Bay Breastfeeding Coalition. For last year we held the challenge at a local mall in the food court. We went from 18 moms in 2003 to 47 moms and 47 babies in 2004 and tied for 11th place out of all the sites. We were the second largest site in Ontario following behind Ottawa with 81. We were very excited about that. I think the big increase in numbers from the first year was because we enlisted the help of a local newspaper and radio station as our sponsors so we increased our advertising of the event many fold. I also did a television interview on a local community spot.

We had the moms gather at the mall, the babies latched on and were counted by one of our city council members (he is our children's charter advocate) and then we had a large table of prizes to draw. Each participant got an envelope with a certificate of participation, a breastfeeding nail file that I had produced, some coupons for free stuff and a "You can breastfeed anywhere" poem. We had a volunteer who helped the participants' older children with crayons and breastfeeding colouring pages. Our coalition set up our "breast is best" display to hand out information to the public and I made gold bows for each of the participants.

I did a lot of other promotion for breastfeeding in public around October so breastfeeding in the mall fit in really nicely. This year we have already started our planning and are hoping to have the challenge at one of our local library branches. Our coalition is putting a small "leaflet" into the telephone bill envelopes in our area in September and promotion for the challenge will be included on one side. This is a really good free promotion venture.

Following the challenge I did a follow up results interview on the local radio station who sponsored us and a photo with info in our local newspaper.



**World  
Breastfeeding  
Week 2004**

Laura Prodanyk, RN, HBScN  
Public Health Nurse - Healthy Families  
Breastfeeding Promotion and Support  
Thunder Bay District Health Unit

#### **The Ontario Breastfeeding Committee:**

The Provincial Contact for the Breastfeeding Committee for Canada –the National Authority for the WHO/UNICEF Baby Friendly™ Hospital Initiative in Ontario.

#### **For information contact:**

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