



Ontario Breastfeeding Committee Newsletter

Volume 2: # 3: November 2003

Breastfeeding Buddies – Supporting Breastfeeding Moms in Waterloo Region (The 10th. Step)

S. Mancktelow, Breastfeeding Peer Support Working Group

The Breastfeeding Buddies Peer Support Project began as an initiative of a group of breastfeeding mothers. These women recognized the important role that mother-to-mother support can play amidst the joys and challenges of breastfeeding. The idea of a peer support program was soon embraced by the Growing Up Downtown Working Group, (a community group that advocates for the well-being of families in downtown Kitchener), the Kitchener Downtown Community Health Centre and the Region of Waterloo Public Health. Members of these groups, as well as other interested individuals, formed a Breastfeeding Peer Support Working Group and the project was underway!

As a source of information and encouragement, well-trained peer support providers have been shown to increase not only rates of initiation and duration of breastfeeding but also exclusivity of breastfeeding – healthy objectives for both mothers and babies. Guided by this knowledge, the primary goal of the Breastfeeding Buddies Project is, “to increase opportunities for mothers of infants and toddlers to access peer breastfeeding support in Waterloo Region”. Twenty-five mothers, all passionate about breastfeeding, have volunteered to provide support and share their experiences with new breastfeeding moms. The diverse backgrounds, interests, and perspectives of these women have provided a wonderful foundation for the sharing of ideas and information. Each volunteer participated in a three day breastfeeding training course based on the WHO/UNICEF model. Peers received information and resources designed to support them in their role to: share their positive experiences of breastfeeding with other mothers; provide an understanding and listening ear; encourage mothers to initiate and continue breastfeeding for as long as possible; respond to common questions and concerns; and refer moms to other appropriate resources and services. The training and support of peer volunteers is ongoing. Monthly meetings provide a venue for Buddies to discuss specific breastfeeding issues as well as share their own successes and challenges.

Peer volunteers support breastfeeding moms in a number of ways and, when possible, contact between Buddies and breastfeeding moms is initiated prenatally. Some moms may wish to receive ongoing, one-to-one support. In this case, they are matched with a Breastfeeding Buddy based on similar backgrounds and interests or specific preferences.

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Breastfeeding Buddies also regularly attend established breastfeeding and parenting support sites such as Early Years Centres and Breastfeeding Lounges. Mothers may access this type of group support on a drop-in basis. Whether referred to Breastfeeding Buddies by a public health nurse, midwife, lactation consultant, friend, or other source, all moms are welcome to access the support of a Breastfeeding Buddy.

Through research, experience and the participation of many mothers, we have learned that, in order for breastfeeding to be successful, complementary supports are necessary. Many excellent formal supports already exist, (e.g. lactation consultants, midwives, public health nurses, etc.). However, the informal, day-to-day supports that a mother, sister or neighbour traditionally provided to breastfeeding moms are much less available in our current society. Through one-to-one, peer relationships with moms and via breastfeeding and parenting support sites, Breastfeeding Buddies can provide this essential component of breastfeeding success.

As the program goes into full swing, we look forward to sharing our experiences.

For information about the Breastfeeding Buddies Peer Support Project contact:

Sherry Rosa, 519 745-4404, or
Peggy Nickels, 519 745-4404, ext. 209

What's happening in Ontario?

We want to hear from you!

- Does your community have a Breastfeeding Committee, Task Force, or Coalition?
- Is your facility working towards the Baby Friendly™ Initiative?
- Would you like a copy of the Guidelines for Baby Friendly™ Initiative in Canada?
- Do you have news of activities you would like to share?

Share your information by contacting Kathy Venter, Communication and Public Relations Officer
kventer1@cogeco.ca Tel: 905-331-7922

The Survey is out there ...

The Ontario Breastfeeding Committee is collecting information to provide an update to the Breastfeeding Committee for Canada on the status of work towards the Baby Friendly Initiative (BFI) in Ontario. This information will enable the OBC to support hospitals and community health services in the province on their journey towards BFI.

The OBC needs people to be involved in this effort across the province and invites your participation: for more information about the OBC or the survey please contact:

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 Tel: (905) 940-1787 # 4213
 Fax: (905) 940-9872



The Canadian Indicators For BFI Practice Outcomes Are Now Available

The Canadian Indicators For BFI Practice Outcomes is the guideline for facilities and assessors to know what outcomes are expected i.e. what constitutes evidence of good practice . The Indicator “package” includes Indicators for each step, allowing facilities to know exactly what criteria will be used for scoring each step in the accreditation process. It ensures that facilities will be adequately prepared to tackle each step along the “Baby Friendly” journey and will be fully prepared for assessment.

To receive a copy of the guidelines contact:
 BCC at bfc.can@sympatico.ca
 OBC at kventer1@cogeco.ca

“Step-by-Step, Day-by-Day ...that's the Baby Friendly way”

With two accredited Baby Friendly hospitals in Canada, enthusiasm and hope runs high amongst breastfeeding advocates that soon other health facilities will follow the lead of Brome-Missisquoi-Perkins Hospital in Quebec and St. Joseph's Hospital in Hamilton, and commit themselves to begin their official journeys towards BFI designation.

Many health care facilities in Ontario are working towards this goal and changes in policy towards evidence based practice are happening throughout the province. The BCC has trained BFI Assessors who will be great sources of information and support for the journey, as well as providing expert resources for assessing health facilities when the time comes.

Becoming an Assessor :

The BCC will invite persons to be Assessor Candidates, some of who may have taken a Baby-Friendly™ Hospital Initiative (BFHI) Assessment Course, and who are known to have the necessary skills:

- Excellent breastfeeding knowledge and helping skills (direct experience)
- Extensive Baby-Friendly™ Initiative (BFI) knowledge (Hospital 10 Steps and Indicators; Community 7 Points and Indicators)
- Knowledge of and compliance with the WHO International Code for the Marketing of Breastmilk Substitutes, and subsequent WHA resolutions (The Code)
- Strong experience in hospital or community health
- Willingness to work with their Provincial or Territorial Baby-Friendly™ Initiative Implementation Committee to promote and facilitate BFI, and build capacity
- Availability to serve on BFI Assessment Teams (e.g. able to take a leave of absence from their work if necessary)
 - Excellent interpersonal and reporting skills
 - Well organized

Certified Assessors are Assessor Candidates who have attended:

- A two day BCC designated BFI Assessor Certification Course (14 hours of instruction time or equivalent) by invitation, or be a UNICEF-trained BFI Assessor.
- One External Assessment, as a team member (with a positive, written recommendation by the certified Lead Assessor).
- Any subsequent BCC sponsored BFI Assessment Up-date and/or Refresher Courses.

For more information about Assessors see “Guidelines for WHO/UNICEF Baby-Friendly™ Initiative (BFI) Certified Lead Assessors and Assessors in Canada” at the BCC website www.breastfeedingcanada.ca

Ethical RNAO's Pediatric Nurses interest group

Hats off to the Executive of the Pediatric Nurses interest group who listened to the opinions and comments of their members and refused Nestle sponsorship for their conference this year. This action prevented the conference from being used to promote breastmilk substitutes and avoided placing the attending health workers in a serious conflict of interest situation.

RNAO's renewed policy on sponsorship states that RNAO will abide by the International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA Resolutions.

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:

Kathy Venter
2915 Headon Forest Drive, Suite 8,
Burlington ON
L7M 3Z6
Tel: 905-331-7922
E-mail: kventer1@cogeco.ca

Congrats On The Great Breastfeeding Challenge of 2003

Ontario as the second largest region had 23 participating sites with 426 participating babies!

Well done all the wonderful participants and organizers ...

Let's get busy organizing for next year!

"We had a blast even though it was foggy and damp - we said:

We can breastfeed on a log
We can breastfeed in the fog
We can breastfeed here or there
We can breastfeed ANYWHERE!"

Eva (At the Moss Street Market in Victoria, BC)

For complete results of the Challenge throughout North America see the Quintessence Foundation web-site at

www.babyfriendly.ca

The Annual General Meeting of the Ontario Breastfeeding Committee will take place at 4:30pm on November 7th. 2003 at the Metro Convention Center, Room 717 B, Level 700, 222 Bremner Blvd, Toronto.

All members and interested parties are invited to attend.
Representatives to the executive committee will be elected at this time.

Join us in the 'Baby Friendly' future!

For more information please contact:

Eleanor Rivoire, Tel: 613-549-6666 ext. 4028 E-mail: rivoiree@kgh.kari.net

or Kathy Venter, Tel: 905-331-7922 E-mail: kventer1@cogeco.ca

Ontario Breastfeeding Committee Membership Form

Ontario Breastfeeding Committee

Vision: Breastfeeding is the norm for infant feeding in Ontario

Goal: To facilitate the implementation of "Baby-Friendly™ Initiative" (BFI) in Ontario by:

- Developing partnerships and collaborative strategies with health care organizations, health care providers, consumers, and multisectorial organizations with an interest in breastfeeding
- Advocating for breastfeeding in Ontario
- Act as a resource centre for BFI in Ontario
- Delineating breastfeeding educational needs and encouraging breastfeeding research
- Provide expert advice and recommendations for policy and guideline development and implementation

Membership: Multidisciplinary health care providers, multisectorial organizations and consumers from across Ontario who have an interest in breastfeeding.

Annual Membership Fee due January 2004: Amount: \$10.

Name:			
Affiliation:			
Address:			Postal Code:
Tel:	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
E-mail:			

Please indicate the following:

I am interested in the work of the following sub-committee:

- COMMUNICATION/PUBLIC RELATIONS
 FUNDING & DEVELOPMENT
 EDUCATION & RESEARCH
 POLITICAL ACTION & POLICY
 I PREFER A GENERAL MEMBERSHIP AT THIS TIME

Membership fee enclosed

Signed: Date: _____

Return to: OBC, 2915 Headon Forest Drive, Suite #8, Burlington, ON L7M 3Z6