



Central RHA Breastfeeding Performance Deliverable Update February 2006

The following outlines the accomplishments and challenges related to implementing our Breastfeeding Performance Deliverable goal to develop and maintain competency within health care providers who are working with childbearing families regarding nutrition in order to promote and support breastfeeding during the prenatal, antepartum and postpartum period.

- Central RHA Women's Program Team has prioritized breastfeeding education and support within the strategic plan. The team is developing policies/guidelines and program plans with parameters and structure to assist with implementation in the Areas. An example is the regional recommendation to discontinue ordering/distribution of magazines such as Today's Parent that advertise formula (memo attached).
- Community programs, such as Families First and Healthy Baby "Growing with Mom" sessions have incorporated a breastfeeding education/support component in all their sessions.
- Although the promotion of breastfeeding is year round, World Breastfeeding Week was an opportunity to heighten the awareness of the health benefits of breastfeeding. We partnered with local libraries and La Leche League to plan and implement our regional World Breastfeeding Week promotion which included:
 - Designing posters, certificates and information packages for internal and external partners such as Physician clinics, First Nations Health Units and Public Libraries.
 - All *Growing with Mom* Healthy Baby Sites featured the Breastfeeding Bingo game during October.
 - "Complimentary Feeding" article was published in the September 2005 issue of Central RHA staff bulletin 'As a Matter of Fact' and the Healthy Child Coalition Newsletter.
 - "Menu of Ideas" of what could happen within each Area was provided such as registering with the Quintessence Foundation's Breastfeeding Challenge, providing a gift package for all women who give birth at the community hospitals during the WBW week, setting up displays with children's colouring sheets in lobbies of clinic offices, hospitals etc. with a draw "Enter to win a prize for a breastfeeding baby that you know".
- Health care providers working with breastfeeding families have access to, and are encouraged to become familiar with our Breastfeeding Performance Deliverable document and the quarterly newsletter from INFACT Canada (Infant Feeding Action Coalition).
- Planned, implemented and evaluated a regional breastfeeding awareness in-service (agenda attached) facilitated by Kathy Hamelin (Lactation Consultant from WRHA Health Sciences) Sept. 19/05. Thirty six staff attended with representation from Obstetrical units (4), Public Health Nursing (25), Families First (4), Physician (1), and neighbouring First Nations Health Services (3). A challenge to this process was that very few obstetrical nurses could attend because they couldn't be away for a full day from the unit. To overcome this barrier we plan on delivering this workshop from April – June in two - 1.5 hr. sessions, to each of the 5 delivering facilities. We are fortunate to have 2 PHNS' who are Lactation Consultants, who will share the work of delivering the presentation, based on the regional in-service.

- Regional breastfeeding practice guidelines (developed from revising the WRHA guidelines) and the LATCH-R tool CD's were distributed to all regional obstetrical units and Public Health Nurses.
- It is our hope to run the Breastfeeding Counsellor Certificate Program planned for April/06 if we have 15 participants. To date we only have 6 registered and are aggressively promoting the program to staff. Support such as MNU, Recruitment and Retention funds, along with banked time for course hours is an option available to those attending. The time commitment seems to be the biggest barrier at this time.

For further information, please contact:

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