

Interlake RHA Performance Deliverable Plan

Breastfeeding

Date of Update: January 2006

Team Members: Kim Petaski, Evange Brook, Maureen Blandford, Carol Pollock, Carol Guest, Sandy Phillips

Goal – To improve the overall health of babies by increasing initiation and duration rates with breastfeeding.

<u>Strategy</u>	<u>Actions</u>	<u>Timelines</u>	<u>Performance Measure</u>	<u>Responsibility</u>	<u>Status</u>				<u>Progress Update</u>
					Completed	In Progress	Delayed	Awaiting Funding	
1. Obtain baseline IRHA breastfeeding initiation and duration rates.	-MB Health, through ICD10 gathers breastfeeding initiation rates at discharge and will provide this information to the IRHA. -The mechanism for the gathering of baseline duration rates is to be determined by Manitoba Health. (App. #2).	December 2005 To be determined by MB Health	IRHA will receive the information from MB Health A mechanism will be in place.	MB Health and the breastfeeding working group IRHA birthing facilities MB Health		X			
2. Update the existing IRHA breastfeeding policy	-review the existing regional breastfeeding policy (App. #3). -develop additional policy statements for community sites	December 2006	Policy upgraded and additional policy statements completed.	Breastfeeding working group Interlake Regional Health Authority approval process					This work has not commenced due to time constraints. Two meetings have been cancelled due to inclement weather.

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3. Provide basic and ongoing education for health care providers in Baby Friendly practices.	-Development of an orientation package to baby friendly initiative and current breastfeeding practices for all new staff. -Bi-annual update for current IRHA staff as well as community partners. (App. #4).	December 2006	-Orientation package completed -Breastfeeding updates provided every 2 years	IRHA Education Dept. In partnership with public health nurses	X				All regional public health nurses and obstetrical nurses from Selkirk General Hospital have been in-serviced by Kathy McIvor from Winnipeg. All Families First Home Visitors and their supervisors have been in-serviced by Linda Romphf from Winnipeg.
4. Increase awareness and access to breastfeeding support for families	- provide current information through Public Health Programs. - communicate with physicians and other community partners on current resources available.	December 2006	-information provided to PH programs and community partners	-breastfeeding working group					

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5. Assist families to develop breastfeeding skills through education and development of support networks	-current breastfeeding information provided through prenatal classes and postpartum support - referral to breastfeeding clinics -promote informal networking of breast feeding Moms (example Baby Talk, Step’N Out with Mom)	Ongoing	Increased initiation and duration rates	All Interlake Regional Health Authority staff and community partners that provide support to breastfeeding families		X			All the Families First home visitors have been in-serviced in providing breastfeeding support to their families. The Step-N Out with Mom facilitators (Evange Brook and Laurie Riddell) have been in-serviced in Breastfeeding by Kathy McIvor from Winnipeg.
6. Promote breastfeeding as the optimum infant nutrition	- promote through prenatal classes - raise community awareness through promotion of “world breastfeeding week” (App. #5 a&b).	Ongoing October 2005	Increase in initiation and duration rates -world breastfeeding week activity completed	Public health nurses Public health nurses and community partners		X			