

Parkland Regional Health Authority

In accordance with the Breastfeeding Deliverable, the following is an update on activities identified within the Regional Breastfeeding Framework submitted February 28, 2005.

I. Identify specific strategies within the Primary Health Centre framework to enhance breastfeeding initiation and duration.

- New Primary Health Care Centres were opened in the communities of Camperville and Waterhen in September 2005. Nursing positions were filled and training activities occurred throughout the fall and winter months. A nurse with significant maternity experience and International Board Certified Lactation Consultant designation was recruited to one of the centres in January 2006.
- It is expected that once the new Community Health Nurse completes her orientation that there will be development of breastfeeding support activities within at least one PHC centre as a pilot initiative.

II. Collaboration with First Nations health providers on Breastfeeding strategies

- First Nation partners have been invited to participate on the Regional Breastfeeding team. To date they have been unable to do so. A First Nation Band nurse who participates on the Regional Maternal Newborn team plans to discuss at an upcoming meeting.

III. Strategic planning with Regional Breastfeeding Promotion Team

- The Regional Breastfeeding Promotion Team did an analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) related to breastfeeding in May, 2005. Priorities for program development identified include health professional education, defining the role of the community Lactation Consultant, and exploring print resources for breastfeeding.
- The SWOT analysis will be reviewed annually to monitor progress.
- The Regional team has undergone significant membership change as a result of retirements, transfers, and a desire to strengthen the clinical nature of the team.
- At the January 2006 meeting, a half day presentation was given on the World Health Organization code and the Baby Friendly Initiative to orient new members.

IV. Breastfeeding education, resources and awareness

- The Region hosted two Best Practices in Breastfeeding Workshops (one in Dauphin, one in Swan River) for all public health staff, maternity nurses, First Nation health care providers and physicians in the Region. Brochures were also distributed to neighbouring RHAs. The sessions were well attended and feedback was positive.
- Regional staff were supported in attending the Baby Friendly Provincial Conference in Winnipeg.
- A community Lactation Consultant position was developed within the Public Health program and successfully recruited to in summer, 2005. Activities of this individual included extensive orientation by WRHA lactation support staff, gathering of resources, in-servicing of all Maternity and Public Health Nurses on the LATCH-R tool, and one breastfeeding support group session in Dauphin. This individual has since transferred into a Community Health Nurse position and has been assigned responsibility to provide leadership to breastfeeding within the Public Health Program.
- The LATCH-R tool has been integrated into nursing practice.
- All print resources for breastfeeding have been gathered and critiqued for compliance with the International Code of Marketing of Breast Milk Substitutes. This project is ongoing.

- The team is planning a regional community communication focused on Pregnancy and Parenting, including breastfeeding promotion.
- Next steps for the Regional Breastfeeding Promotion team include: adapting/adopting the WRHA breastfeeding clinical practice guidelines, adopting consistent Regional breastfeeding print resources, and exploring on-going education.

V. Breastfeeding surveillance and data collection

- The organization will continue to collaborate with the province in development of a process to monitoring breastfeeding duration.

VI. Continued participation on Baby Friendly Manitoba Committee

- The Director of Public Health Services and the Community Health Nutritionist for the Region have continued to actively participate on this committee.
- The new Community Health Nurse with IBCLC designation will begin to participate in place of the Nutritionist in 2006.