

Winnipeg Regional Health Authority

Breastfeeding Performance Deliverable Update

March 3, 2006

- A breastfeeding hotline satisfaction survey is being developed in collaboration with the Provincial Health Call Centre
- A breastfeeding duration/intention survey is being developed in collaboration with the Provincial Health Call Centre
- The Healthy Beginnings database presently utilized in Public Health is in the process of being revised. Options to capture breastfeeding duration information are being explored in that database.
- A Baby Friendly initiative Self Assessment is planned as a collaborative initiative between the Women's Health Acute Care, Primary Care and Public Health Programs. The goal of the self-assessment is to identify areas of strength and areas for improvement related to the Baby Friendly initiative.

CAPACITY/EDUCATION/TRAINING/INCREASED AWARENESS

- Douglas College training was offered again this year to service providers from Health Sciences Centre, St. Boniface Hospital, Public Health, Midwives, and the provincial Health Call Centre.
- The breastfeeding guidelines were introduced with accompanying education related to working with breastfeeding families across the region. Plans are being developed to incorporate this into ongoing orientation and staff development (e.g. a 3 hour workshop for all new employees to St. Boniface Hospital).
- Efforts to develop a social marketing strategy to promote breastfeeding are planned for mid 2006.
- An Aboriginal Advisor position has been developed for Population and Public Health with a key area of focus on breastfeeding initiation with the Aboriginal Population.
- The Aboriginal Advisor roles in hospitals have been expanded to work with prenatal women to promote breastfeeding initiation.
- Two nursing positions have been added to St. Boniface Hospital for lactation support.
- Public Health Staff participated in training provided by Healthy Child Manitoba on promoting breastfeeding in a mixed feeding culture. Plans are being developed to incorporate this information into ongoing Public Health orientation and staff development.
- The practice of promoting breastfeeding using a Baby Friendly approach (which involves supporting and respecting choice) has been discussed at Public Health Nursing Practice Council.

**Winnipeg Regional Health Authority
Breastfeeding Performance Deliverable February 2005**

Vision

Babies in the Winnipeg Health Region are breastfed.

Mission

To contribute to an increase in rates of breastfeeding and rates of exclusive breastfeeding in the Winnipeg Health Region (WHR) by engaging families to make breastfeeding a priority and the optimal nutritional choice for babies through the provision of information and support.

Objectives

1. To increase rates of breastfeeding initiation.
2. To increase rates of exclusive breastfeeding to 6 months.
3. To increase duration of breastfeeding to two years and beyond.

Principles

The Winnipeg Regional Health Authority...

- Supports evidence as outlined by the World Health Organization (WHO), UNICEF, the Canadian Pediatric Society, Dietitians of Canada, and Health Canada recommending breastfeeding as the optimal method for feeding infants.
- Demonstrates a non-judgmental and supportive approach to providing families with the information required about feeding their baby regardless of their choice of feeding method.
- Provides education to families to support their ability to make an informed choice regarding feeding method. Provides education based on the client's identified learning needs.
- Remains committed to continuing to support and enhance the provision of breastfeeding services in the region.
- Promotes breastfeeding in the prenatal period, supports mothers to initiate breastfeeding in hospital (or in the care of the midwife) and to continue breastfeeding as per WHO/UNICEF guidelines.
- Seeks opportunities to create supportive environments to promote breastfeeding (e.g. in waiting or reception areas).

Community Area Initiation Rates

Eighty-three percent of women within the Winnipeg Health Region initiated breastfeeding in 2003-2004 (Appendix A). The WHRA aims to increase initiation rates by 2% over the next 2 years. This increase would secure an 85% initiation rate by Jan 2007.

Despite the fact that the overall initiation rates meets or exceeds national standards, breastfeeding initiation rates vary considerably between community areas. Some community areas are currently at very high levels. Efforts to promote improved initiation will be targeted to reach the population of the community areas with the lowest rates.

Duration

The Winnipeg Regional Health Authority (WRHA) in collaboration with Manitoba Health and other regional health authorities will continue to explore strategies to gather information on breastfeeding duration rates.

Strategic Pillars

A variety of strategies have been developed and implemented to support breastfeeding within the Winnipeg Health Region. Future-oriented universal and targeted strategies will focus on pregnant and delivering families in the region to ensure families have the information to make an informed choice, to raise awareness of breastfeeding as a cultural norm, and to ensure equal access to evidence-based information and community supports for breastfeeding families. Future oriented activities are dependent upon redirection of money to the community.

LEADERSHIP/POLICY

Current

- Regional Breastfeeding Guidelines have been drafted. These guidelines will be implemented across the continuum of health care pending approval.
- The Victoria Hospital/Public Health Breastfeeding Hotline was transferred to Health Links Info Santé.
- *Gaps remain related to workload for Public Health Nurses to provide support to women in the early postpartum period.*
- *Gaps remain related to workload for Public Health Nurses to be able to reach more prenatal women to provide education and referral to community resources.*
- *Some breastfeeding resources exist but gaps remain related to accessibility.*

Proposed 2005/2006 Plan

- Enhance Regional Breastfeeding Support Services to be provided at the individual and community level. Work with breastfeeding women to create peer supports across the region geared to prenatal and postpartum women.
- Develop a variety of strategies to increase contact with prenatal women/families to promote breastfeeding prior to delivery of the infant.
- Organize a strategic planning session related to infant feeding. Invite relevant WRHA service providers and community partners to participate in the planning process.

RESEARCH / EVALUATION

Current

- The breastfeeding clinic support model as provided in the River Height community area has been evaluated. An action plan is being developed to address information gathered through this survey.

- Ongoing evaluation of the utilization of the breastfeeding hotline services provided by Health Links Info Santé.
- *Gaps remain related to breastfeeding outcomes associated with the support received from current breastfeeding support services.*
- *Gaps remain related to baseline data available to measure regional breastfeeding duration levels.*

Proposed 2005/2006 Plan

- Explore processes to measure client satisfaction and breastfeeding outcomes for clients using regional breastfeeding support services.
- Explore opportunities and strategies to gather information to establish baseline information on breastfeeding duration within the WHR.

CAPACITY/EDUCATION/TRAINING/INCREASED AWARENESS

Current

- Provision of breastfeeding support through breastfeeding clinics.
- One-on-one assessment and support of breastfeeding families by Public Health Nurses in their home.
- A nursing position shared between Victoria Hospital, Fort Garry and River Heights community areas was created to provide breastfeeding support and consultation to clients and to hospital and public health nurses.
- Douglas College Breastfeeding Counselor Certificate courses have been provided to midwives and nurses from the hospital, Public Health, and Health Links Info Santé. Approximately one hundred staff has completed or are in the process of completing this course.
- Ongoing staff development support has been provided to Health Links Info Santé staff regarding the breastfeeding hotline.
- Regional Baby Friendly Network established.
- *Gaps remain related to workload for Public Health Nurses to identify and provide enhanced support, and relevant referrals for women and their families experiencing postpartum challenges such as breastfeeding issues and postpartum depression.*
- *Gaps remain related to ability to enhance breastfeeding support services across the continuum of care across the Winnipeg Health Region.*
- *Gaps remain related to staff orientation and staff development strategies, which are cross continuum and regional in nature.*

Proposed 2005/2006 Plan

- Establish an enhanced network of breastfeeding clinics across the community areas.
- Explore opportunities for social marketing strategies to promote breastfeeding.
- Develop written breastfeeding education material for the public.
- Develop strategies to promote breastfeeding initiation in the community areas with low rates.

- Provide staff development opportunities for health care providers throughout the region regarding breastfeeding guidelines. Develop interactive online breastfeeding learning modules for staff across the region.

Appendix A

BREASTFEEDING INITIATION

Community Area	Current Initiation Rate%	Proposed Initiation Rate by Jan 2007	% Increase / Community area
River Heights	90.5	90.5	0
Assiniboine South	89.9	89.9	0
St Boniface	89.6	89.6	0
Ft Garry	89.2	89.2	0
St Vital	88.6	88.6	0
St James Assiniboia	87.8	87.8	0
Transcona	84.0	88.0	4
River East	83.7	88.0	4.3
Seven Oaks	81.8	86.0	4.2
Downtown	75.3	79.0	3.7
Inkster	72.2	76.2	4.0
Point Douglas	68.3	72.1	3.8

* April 1, 2003 to March 31, 2004 in the Winnipeg Health Region.

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