
Halton :

A Community Approach to the Baby-Friendly Initiative

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Objectives

1. Understand the Halton Baby-Friendly Initiative (BFI) model of collaboration and teamwork for community, hospital and health agencies.
 2. Summarize how research can provide direction for resource development and messaging to improve outcomes for breastfeeding initiation, duration and exclusivity.
 3. Discuss the Health department's BFI accreditation process and the role of the community.
 4. Identify sustainable initiatives to advance BFI within our community.
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The Baby-Friendly Initiative

- The BFHI is a global program initiated in 1991 by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF)
- This program encourages and recognizes hospitals and communities that offer an optimal level of care for mothers and infants supporting and promoting exclusive, long-term breastfeeding
- Since the start of the BFH initiative, over 15,000 hospitals and numerous community health units worldwide have received the Baby-Friendly designation



Look how far we have come

- Carol to provide Picture of Cigarette Ash Tray/ Similac provided



What is Halton?

A rural and urban geographic area

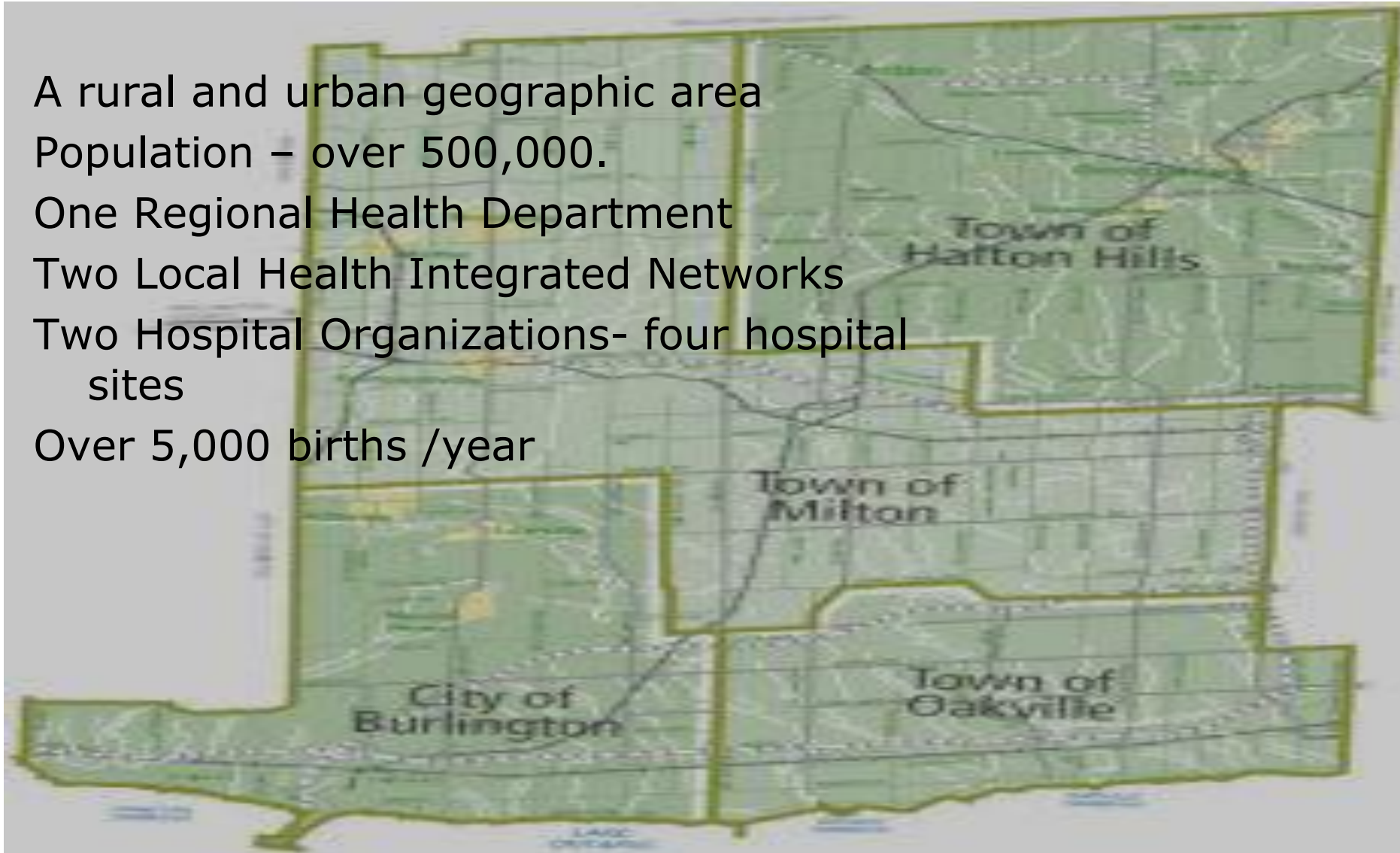
Population – over 500,000.

One Regional Health Department

Two Local Health Integrated Networks

Two Hospital Organizations- four hospital sites

Over 5,000 births /year



Halton Baby Friendly Initiative

Model of Collaboration

- Formation of the group
 - Infant Feeding Study Recommendations
 - **Vision** of the Halton BFI – “*Breastfeeding is the norm in Halton*”
 - **Goal** is to increase the initiation, duration and exclusivity of breastfeeding
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Halton BFI

Halton Baby Friendly Initiative

Healthier Children. Healthier Families. Healthier Halton.

- Collaborative Model
- Common understanding/Consistent message
- Seamless Care Model-Best Practice
- Evidence Base
- Interdisciplinary



The Group – how we work

- Regular meetings
 - Annual General Meeting
 - Commitment as able
 - Dedicated Coordinator
 - Management Support
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Our Accomplishments

■ **Our Identity**

- ❑ Banner display
- ❑ Community policy

■ **Resources for families**

- ❑ Breastfeeding Your Baby booklet
 - ❑ Website
 - ❑ Decal display
 - ❑ Peer support handout
 - ❑ Drop in support groups through out Halton
 - ❑ Prenatal Breastfeeding Education
 - ❑ World Breastfeeding Week Celebrations
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Our Accomplishments

- **Resources for Professionals**

- Website
 - Physician Education Sessions
 - Work place Toolkit
 - World Health Organization Growth Charts
 - Ongoing Education Opportunities
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Sustainability Breastfeeding Education

Health Care Interprofessional Professional

- ❑ WHO Level One- 18 hour course
- ❑ WHO Level Two- 18 hours course
- ❑ One Day Current Research and Clinical Update
- ❑ Prenatal Breastfeeding Education for parents

Physician/Midwife Education

- ❑ Physician to Physician Grand Rounds
- ❑ Physician Summit

Ontario Breastfeeding Committee BFI Expo 2008/10

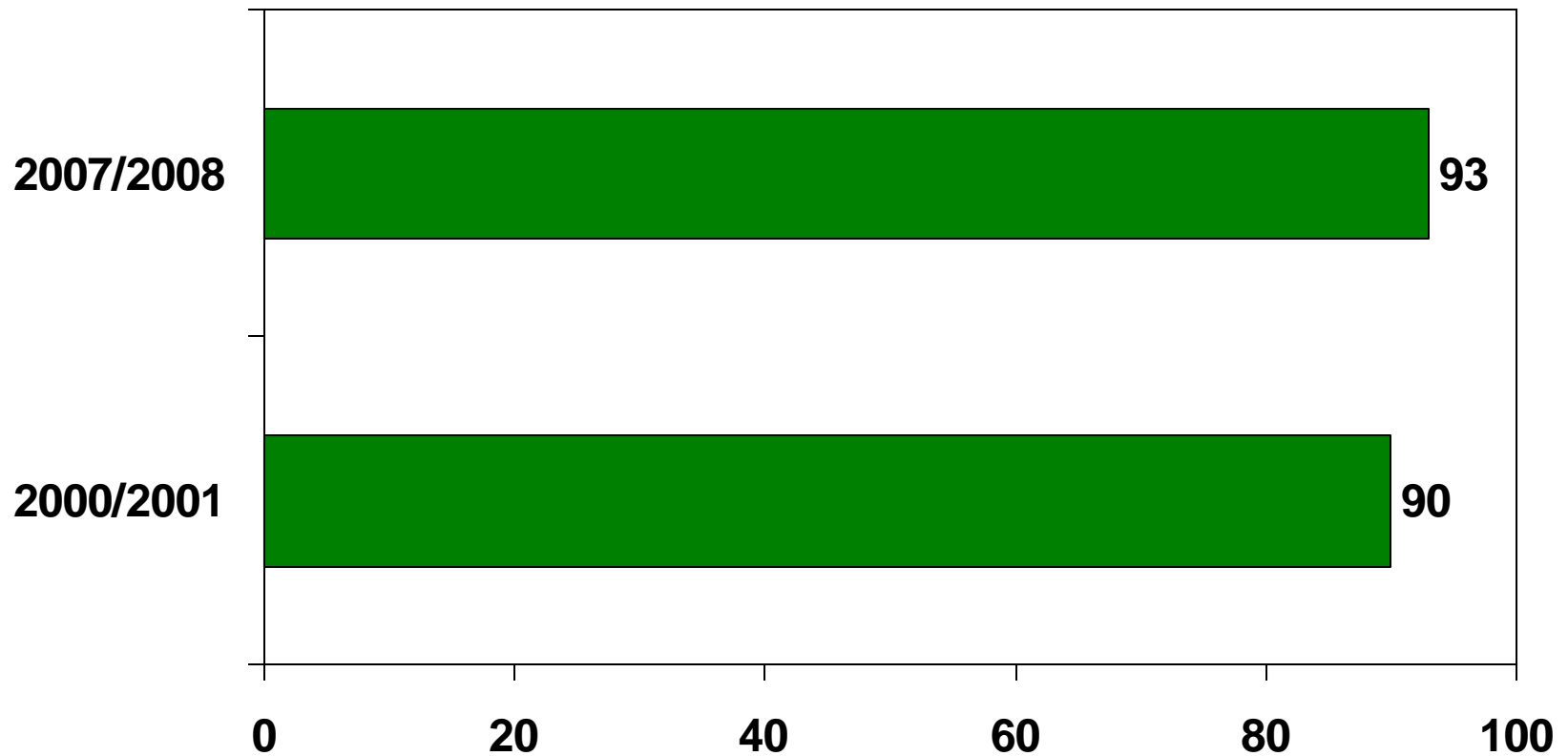
Professional sharing and networking



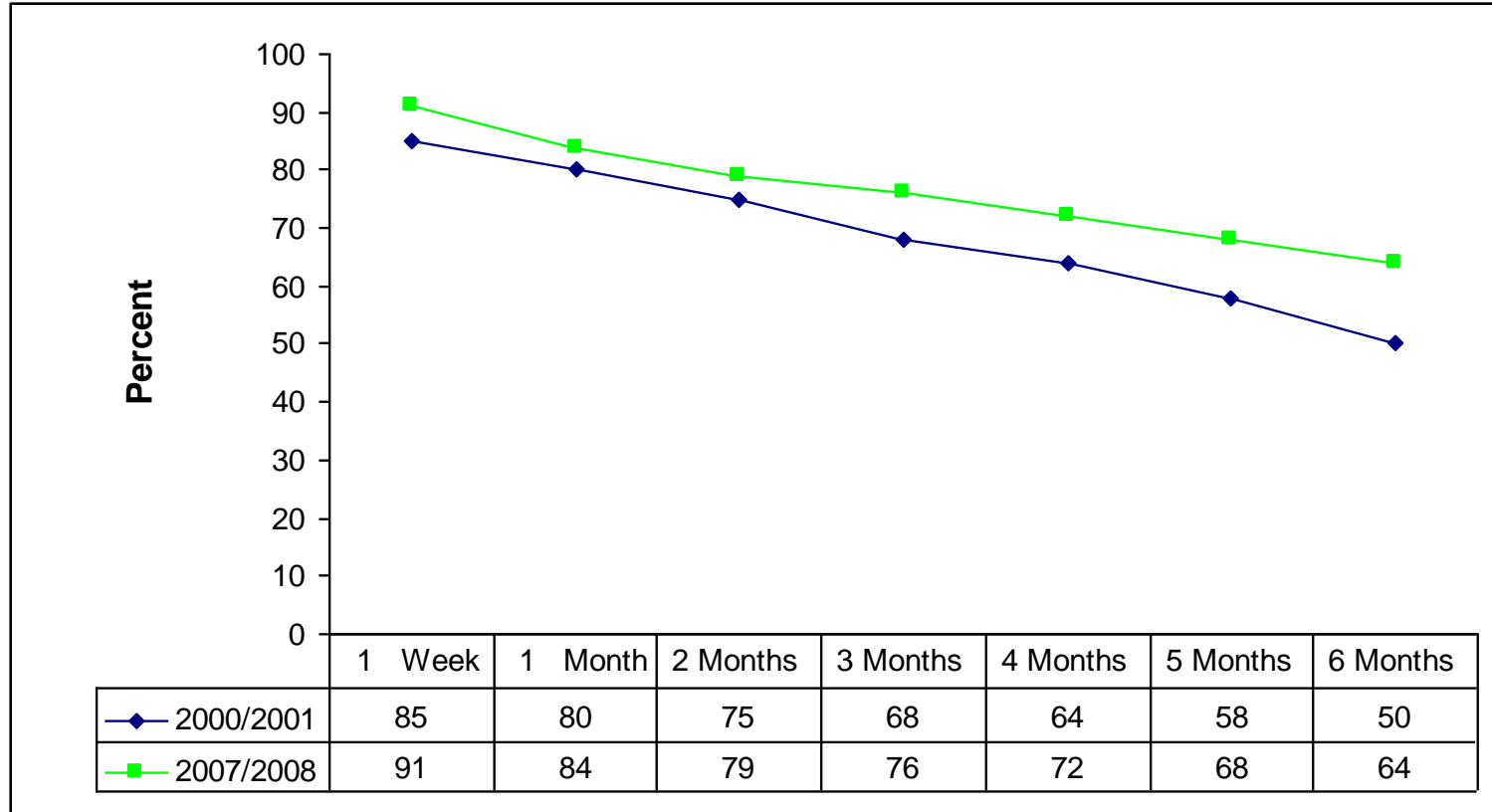
Outcomes

- In 2007/08 the region repeated the infant feeding study originally completed in 2001/02
 - Did we see a positive change?
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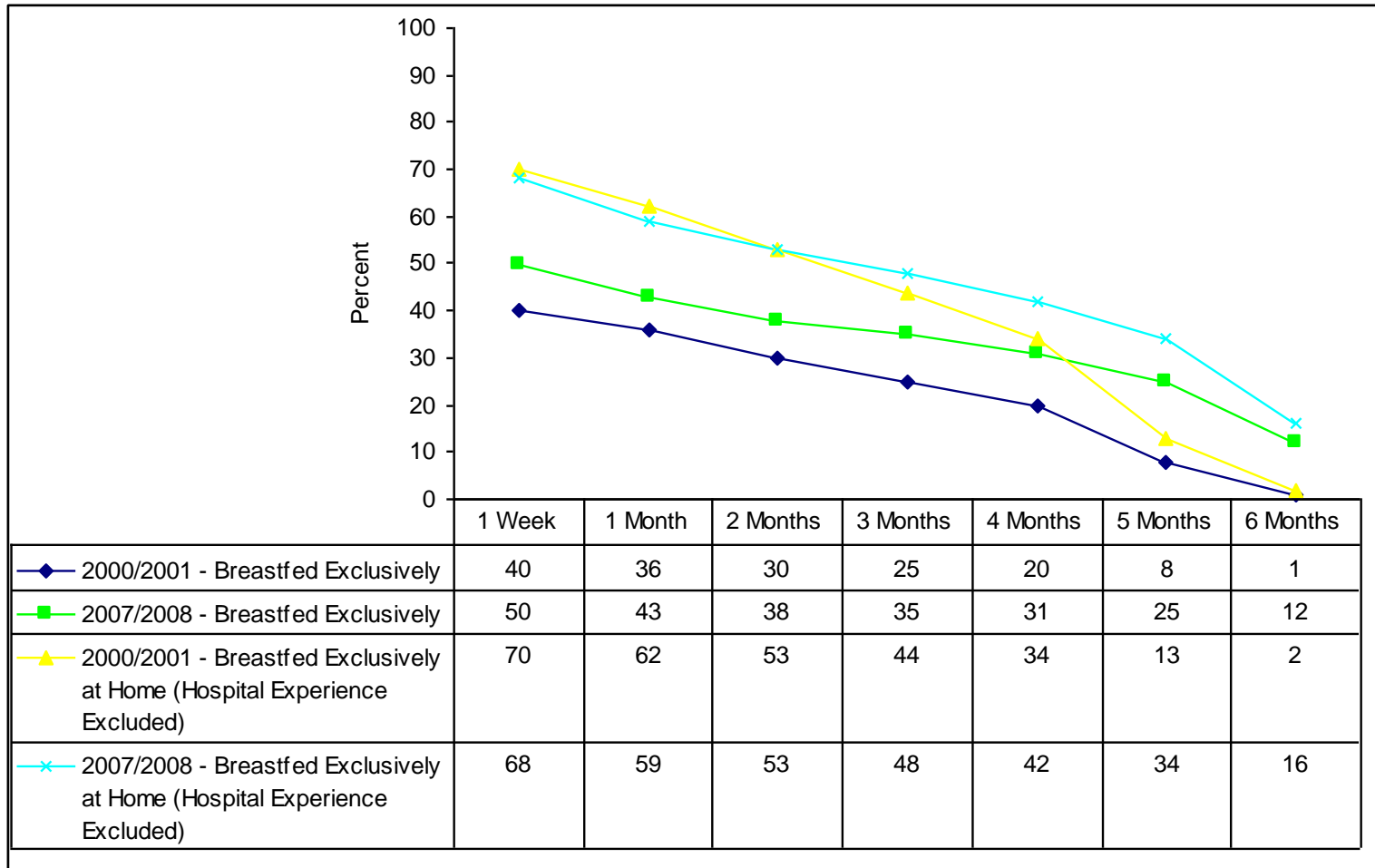
Initiation



Duration



Exclusivity



Reasons for Continuing to Breastfeed

Six Months

- Best thing for baby's health (98%)
- Bond with baby (79%)
- Best thing for mothers health (51%)
- Encouraged by Health Care Professional to keep breastfeeding (49%)
- Encouraged by family and friends to keep breastfeeding (41%)

Twelve Months

- Best thing for baby's health (91%)
- Convenient or easy (85%)
- Bond with baby (78%)
- Did not have to return to work (38%)
- Best thing for mothers health (36%)

Sources of Breastfeeding Support Six Month Study

Source of Breastfeeding Support	Percent of Mothers who Received Support	Percent of Mothers Receiving Breastfeeding Support who Rated Breastfeeding Support as...		
		Very Helpful (Percent)	Somewhat Helpful (Percent)	Not Very Helpful (Percent)
Nurses at the Hospital	96%	59%	32%	9%
Friends and Family Members including Spouse or Partner	87%	68%	29%	3%
Halton's Breastfeeding Your Baby Booklet	76%	46%	46%	8%
Breastfeeding Clinic or Lactation Consultant from Breastfeeding Clinic	71%	77%	18%	5%
Healthcare Provider (family doctor, obstetrician, midwife)	50%	40%	40%	20%
Prenatal Classes	49%	28%	48%	24%
La Leche League	11%	47%	47%	6%
Private Lactation Consultant	9%	69%	26%	5%

The Halton Region Health Department

- A Partner of the Halton BFI
 - Department of approximately XXXX staff.
 - Programs include communicable disease, sexual health, older adults, chronic disease prevention, health inspection, dental and EMS (Paramedics).
 - Received the Baby Friendly Designation
 - December 2010.....during the last clinic days of H1N1
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Keys to BFI Accreditation

- Data Collection
 - One Year Infant Feeding Study
 - Accommodations
 - Policies- Baby-Friendly and Breastfeeding Policies
 - Space
 - Signage
 - Education for all staff
 - Depth of knowledge dependant on job function
 - Review of all resources and curriculums
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How we did it. The Structure..

- Management support
 - Six Project Scopes
 - Dedicated staff BFI Coordinator
 - Early Years Health BFI Team
 - An Interdisciplinary Program Team
 - Program Champions
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How We did it ...the Messages

- Highlight the inclusiveness of the BFI
 - Regular communications
 - Program team and health department....created “this is our accreditation”
 - Seizing opportunities
 - Sustainability considered with all strategies
 - Respect for attitudes
 - Professional best practice standards adhered to
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How we did it...the Results

- Education was provided to more than just the health department.
 - The lense has shifted...breastfeeding is the way to feed a baby...no judgement, just fact
 - Halton Region Health Department- can mentor the other HBFI partners as they work towards the designation.
 - Community members are “proud” of their health department
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What has happened since BFI Designation....

- Jo Brant Memorial Hospital is actively working towards the BFI Designation
 - The Public Health Nurses offer a hospital liaison model working closer with staff and parents.
 - Public Health Nurses have gained confidence in their abilities
 - Hospital Based Breastfeeding Clinics are reporting more Medically based referrals.
 - Halton BFI is active and sustains BFI in Halton
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Future Direction

- Continue and expand collaborative professional education
 - Continue use and development of common resources
 - Continue to support hospitals to obtain the BFI designation
 - Promotion of normalcy of breastfeeding
 - WHO Growth Charts
 - Peer Support groups
 - Investigate funding opportunities
 - Provide seamless perinatal care in Halton
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Key messages

- It takes a community to raise a child
- Strength in Partnerships
- Success is accomplished together

