
National Baby-Friendly Quality Improvement Collaborative Project March 2021 Newsletter



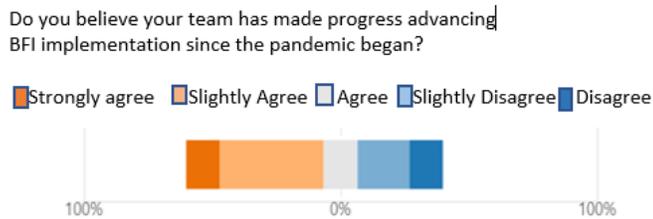
The BFI Project quality improvement activities have continued to impact evidence-based practices throughout the pandemic to support women and families to meet their infant feeding goals. Below are a few project highlights along with an inspiring submission from one of our Parent Partners, Brittany Caseley.

To learn more about the BFI Project contact Michelle LeDrew BFIProjectDirector@bccbfi.com

Leadership Track

16 leaders (Directors/Managers) responded to a survey including a question on BFI Project progress during the pandemic (see figure 1). Over the last year many BFI Collaborative teams have persevered to make progress with their BFI aims while other teams struggled to make progress. While the pandemic continues, and immunization programs ramp up in 2021 teams are challenged with carving out time to focus on BFI.

Figure 1



Collaborative learning and sharing

BFI Teams have demonstrated resilience and participated in quality improvement work and monthly collaborative webinars. Focused webinars on prenatal education and empowerment research for First Nations women complemented their learning. Some teams moved to online prenatal education with great success during the pandemic. Participants also shared and asked questions on the virtual platform and we have heard that teams continue to get value from participating in the BFI Project.

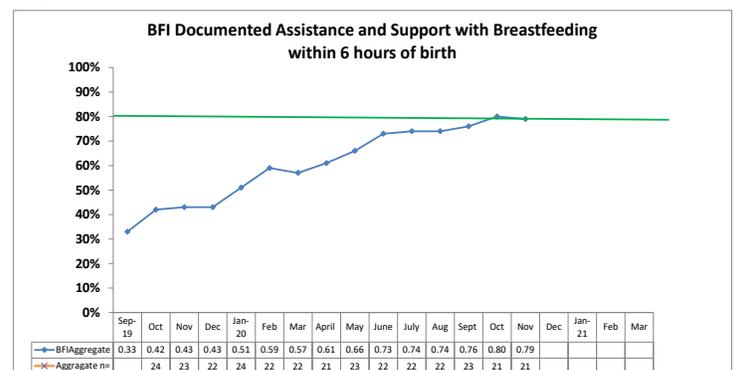
“It has been great to be a part of the leadership track and to learn from others.”

“So grateful for this project to keep positive work going and celebrate progressing towards BFI designation.”

Figure 2



Figure 3



Action Period 3

Despite the challenges in 2020, the BFI collaborative saw improved outcomes in several indicators including skin-to-skin care for vaginal births and assistance and support with breastfeeding within six hours of birth. To further support teams the BFI Project has been extended to December 2021.

For Action Period 3 teams are being asked to stay laser focused on specific indicators that they believe they can realistically impact. For many teams this means focusing on skin-to-skin care for caesarean births and addressing supplementation for non-medical indications. Patient and staff surveys will also be repeated in Action Period 3 this spring.

Brittany's Breastfeeding Journey

Every breastfeeding journey is unique, each one is special and each one is full of ups and downs; it is all about the climb. Each person who touches the beginning of one's journey has a lasting impact on how successful each journey is. Success is not determined in length, nor in amount; it is determined by a positive journey of growth and understanding with a lasting bond that can never be broken. Breastfeeding has allowed my children and I to have a connection and bond that no one can ever take away nor could they have offered the same journey. These are reasons why I chose breastfeeding for my children, along with health and other reasons of course. Although it was the bond and connection with my children, I was really set on.

As I mentioned at the beginning the first part of the climb, on day one with your newborn, each and every person you speak to impacts your journey of how your parenthood will begin. I knew I really wanted to breastfeed, although formula was not out of the question if it was medically necessary. Day one of my first born was hard, he was born at midnight, after almost a day of labour. I was tired, my husband was tired, we were all tired. I was trying to absorb all the information being thrown at us and let's be honest it was A LOT. I was attempting to make sense out of the "latch position" descriptions; all of course in words and when you see "football" you think to yourself; do they literally mean like a football... this is my child we are talking about! Also how am I even supposed to hold him like a football yet have him latch properly. I was becoming very overwhelmed; my husband was as well because with each attempt to latch my husband was trying to help but I was ready to give up. It hurt and it hurt A LOT each and every latch, I knew something couldn't be right. Later that day I had a nurse check up on me, she asked how it was going. She sat on the edge of the bed, not in a hurry but really wanting to know how I was doing (or this is how she made me feel). I immediately felt a weight unload, I began to cry, I told her how much it hurt, and she examined my breast. She explained "yes, it is hurting due to some bruising". She explained how one improper latch created the bruise and therefore it was hurting. She then looked at me, eyes in tears, feeling like a failure, she asked if she could ask my husband to leave the room and to have a chat with me. Nervous and overwhelmed I agreed. He left and she shut the door. She then sat on the edge of my bed again and looked at me, reassured me I was doing a great job and then asked "Brittany, do you really WANT to breastfeed?" Confused, I responded "I think so". So then proceeded to ask me if I wanted her help, with tears in my eyes I said yes. She got me to sit up in the chair, she then explained to me that she was going to become HANDS ON, and hand express so that we could get some colostrum in a cup and syringe feed my baby so that he could taste what it was that he was searching for. I'll never forget her words: "he is learning too". She gave him a little bit by syringe and then asked me "are you ready?" I answered "yes". She came around me and asked me to hold him (she placed my arms on him; where and how) and she was going to hold my boob and held his head and "taught" him how to latch properly. I thank god every day for that nurse. She also explained to me that day, everyone goes in thinking

breastfeeding is so easy, it is so natural... “breastfeeding is the most unnatural, natural experience, and it isn’t easy! Once you and your baby learn how to do it, comfortable and properly, it will be the most rewarding experience you will ever go through.” She then invited my family back in and I immediately felt better and more confident. I left the hospital the following day feeling like this would be such a successful journey, and it was!

A journey is not about the destination, each journey is different and fast forward two years later, going in to have my second child. Of course, a little more confident because “hey, I’m a second time mom, I know what I’m doing.” Well, was I ever wrong! I just expected my second baby to latch and position just like my first. Unfortunately, I believe it is taken for granted that a second time mom breastfeeding knows what they are doing, but this is not always the case. My second baby did not latch like my first, nor did he latch in the same position as my first. I felt like there was very little help or information given. I did not feel there was the same help I had with my first however thankfully I had the advice of the nurse from my first experience to remind me. We are learning, he is learning, and you are both learning together. After many different position attempts, we did find one that worked well however I felt like I did not have much support from my hospital team. I remember leaving the hospital the second time around feeling not confident nor supported. Thankfully, I always did have the voice of my first nurse in my head, always feeling like she was cheering me on even two years later.

Sometimes people do not realize how much one comment or one minute can change a person’s life, a nurse or doctor can certainly affect the breastfeeding journey immensely. Nurses and doctor teams helping a new mom have a huge impact on the journey, and I truly believe it can mold for a successful journey. Whether it be breastfeeding or how you swaddle your newborn, a new mom is really listening and trying to absorb all the professional advice given before heading home; just like I had with my first nurse. She gave me the confidence and encouragement I needed to power through the tougher times and have a successful positive journey.

Brittany Caseley is a Parent Partner with the Prince County Hospital Team in Summerside, PE. Thank you for sharing your story Brittany!