

The Value of Parent Engagement in Advancing BFI:

Reflections and Lessons from the BFI National Quality Improvement
Collaborative Project

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Breastfeeding
Committee
for Canada



Comité
canadien pour
l'allaitement

Our Parent Partner Network

Met monthly

- -How do Parent Partners support the Ten Steps? Hands-on breastfeeding support, supplementation, prenatal, skin to skin, etc
- -Reviewing BFI Implementation Guideline
- -guest speakers
- -birthing during pandemic

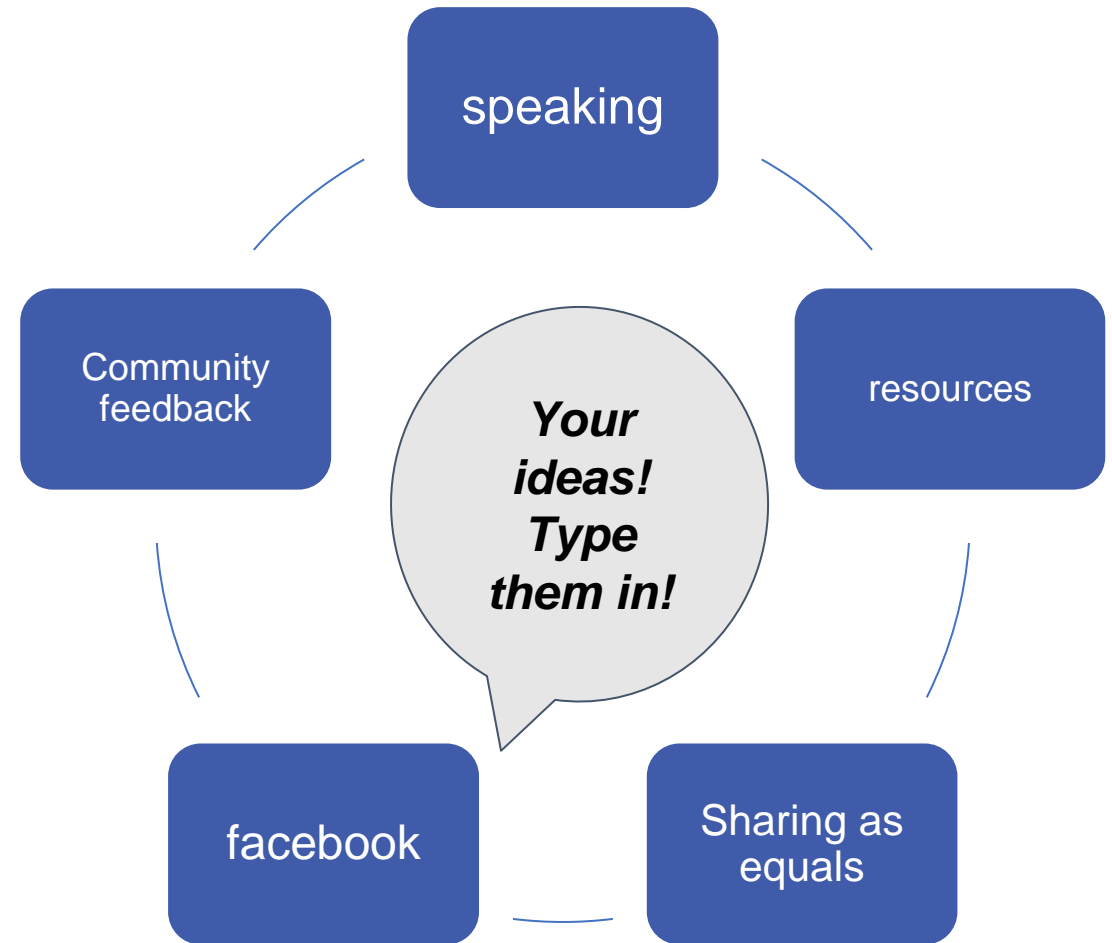
Spoke at Collaborative-wide webinars

- -breastfeeding and mental health
- -virtual prenatal care



https://www.thestranger.com/features/feature/2015/08/26/22755273/the-more-i-learn-about-breast-milk-the-more-amazed-i-am?fbclid=IwAR1j7CjSJWCQ_xplaHPoQztj-S2shpdvTegyUdQXzltKe89bfBAV_xK17_c

Parent Partners on their hospital teams



From NICU mom to Parent Partner

Understanding and appreciating the positive and negative consequences of medical interventions and parental engagement in the birth process and throughout the NICU admission was key in supporting my goal to breastfeed my babies.

**Interventions
&
Separation**



**Skin to Skin
&
Self Care**



**Social Support
&
Alternative Feeding
Methods**



How I have been able to contribute

Identifying gaps in care

Feedback on language

Sharing non-medical perspective

Advocacy

Research



Brandon NICU Parent Support Program

Establishment of a relationship with Social Work was key.

Addresses the need for a peer based psychosocial support program.

Brought together components from Family Integrated Care, Baby Friendly Initiative and La Leche League.

The NICU Parent Support Program will be a volunteer based program providing NICU families with support through

A Weekly Snack 'n Chat (4 rotating meeting topics)

- Importance of skin to skin
- Feeding my baby
- Self-care
- Life after discharge

Individual Parent to Parent Support

- Bedside visits
- Phone, text, email support

Online Support

- Closed Facebook Group



Tipsheet to support Hospital Teams

- expectations
- logistics
- big picture
- resources

Resources to explore:

[Beyond Inclusion: Equity in Public Engagement](#)

[Public and Patient Engagement Evaluation tool
\(EN\)](#)

[Public and Patient Engagement Evaluation tool
\(FR\)](#)

<https://breastfeedingcanada.ca/wp-content/uploads/2021/10/Parent-Partners-tipsheet-2.pdf>



what helped you meet your breastfeeding goals?

normalizing bf on social media

determination

what was the most helpful thing a health care provider or friend said to you prenatally or postnatally?

Encouraging a stranger in public when you see breastfeeding

why is breastfeeding important to you?

Immunity, health (for me and baby) and bonding

support of friends

help of an LC: making a feeding plan when things were going off the rails

joy on the child's face

role models

your baby will love your breastmilk

prenatal class

our words matter

immunity

closeness /relationship with baby

reframing

The unflagging support of my partner was the most helpful thing to help me meet my goals

to boost milk supply: bedsharing, herbal supplements and lactation aid at the breast

I was in the hospital and wanting to give up who gave hands on gentle massage. My breasts were so sore as I waited milk post c section . This kind gesture/ care made a huge difference in comforting me to stick it out and not

postnatally seeing my baby steadily gaining weight helped me to feel more relaxed knowing that I was making enough milk

Unfortunately care providers didn't say much to meet prenatally about breast feeding!

treated birth as an everyday thing

bonding time

affordability

family support

A nurse coaching me until baby and I got the latch down properly otherwise I would've given up.

Support by the nursing staff, use of an osteopath to help

Postpartum depression/anxiety can look so different in each person. Have someone set up that

even though breast feeding is natural and it looks easy, it does take some work, so don't get discouraged

family legacy

endorphins

protective

overall



Patient Engagement = 100 cups of tea

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Parent
Partners
Leading the
Way

