

The Baby Friendly Hospital Initiative (BFHI) was launched by WHO and Unicef In 1991. Early on (1993), PHN's at the Maple Ridge Health Unit supported by the Manager and Supervisor began the work of building a breastfeeding friendly community. The PHN's endeavored to increase community awareness of the importance of breastfeeding and develop their skills in working with breastfeeding families.

Key factors contributing to our success include having PHN's who are Lactation Consultants, Health Authority support and endorsement of BFI, increased professional training programs, and a supportive, involved community.

Although research confirms the benefits of breastfeeding for families and communities alike, breastfeeding duration rates fall short of the recommendations. Fortunately we are seeing a shift towards longer duration and increased acceptance of breastfeeding as the cultural norm.

Research indicates that if breastfeeding women are supported breastfeeding rates overall will increase. Although we have experienced road blocks as we move towards Baby Friendly designation, it has been and continues to be a very positive experience. The building of a breastfeeding friendly community requires **commitment, engagement, action and evaluation.**

Maple Ridge Health Unit breastfeeding services:

- 7 days/week breastfeeding support
- Prenatal breastfeeding classes
- Breastfeeding drop in
- Breastfeeding clinics Monday to Friday
- BUB support
- Breast Milk Depot



Canadian and Provincial Frameworks
Breastfeeding Committee for Canada
Public Health Agency of Canada
Healthy Start BC
Perinatal Services of BC

Community Network
ECD Committee
Monthly Meetings
Community Programs
PHN Membership

Fraser Valley Regional Library
Breastfeeding Drop in
World Breastfeeding Day Celebration

Early Childhood Development Community Services
Community Parenting Program
Family Education Centre
Leisure Centre

MCFD

Healthy Babies Program at the HIVE

Outreach to Vulnerable Populations
ACCW
Hannah House
Caring Place
Prenatal and postnatal Follow up



Katzie First Nation Prenatal Classes
Best Beginnings Services
Mom and Baby Programs
Immunization Clinics



Ridge Meadows Hospital
MICY Committee
PHN Liaison
Mat-Child Practice Council



RM Maternity Clinic

Building A Breastfeeding Community

Leslie Billinton RN BScN MN, Anita Peters RN BScN IBCLC, Linda Szilagyi RN BSN IBCLC

BLUEPRINT FOR ACTION:
INFLUENCE, INFORM, INSPIRE

June 17 - 19, 2013
7th National Community Health Nurses Conference
Kelowna, BC



Fraser Health

Over the years Fraser Health has supported and funded initiatives for developing expertise in the area of breastfeeding.

Public Health Nurses have been encouraged to complete the Douglas College Breastfeeding Certificate Program, attend the Making A Difference course and conferences, such as the Douglas College Breastfeeding Day.

Support is also available for PHN's interested in pursuing the International Board Certified Lactation Consultant designation.

In 2012 the Breastfeeding Policy and Clinical Practice Guidelines for Best Feeding Practices for Infants and Young Children were introduced.

Commitment

Fraser Health Committees

HU PHN's participate on Breastfeeding Council PHN Practice Council

Ridge Meadows Hospital

1995: PHN's attended the hospital tours to inform families of the breastfeeding support available in the community, at the recommendation of the BF committee.

Liaison: PHN's started 2 days a week, PHN's advocated to have daily hospital liaison to accommodate the early discharge program.

2011: The Seamless Perinatal Committee was tasked with developing strategies to enhance communication between services providing perinatal care.



Maple Ridge Health Unit

PHN's at the Health Unit recognized early and effective breast feeding support for families had an impact on breastfeeding duration and health.

1991: BFHI launched around the world. New mothers were contacted 2 - 3 weeks post discharge. Breastfeeding clinics were in Vancouver (1 hour away).

1993: PHN's became aware of a need to develop skills to help mothers overcome their breastfeeding challenges such as low milk supply, sore nipples and slow weight gain in babies. The HU applied for Closer To Home funding to develop breastfeeding services. Our Breastfeeding clinic started as a drop in group with the local La Leche leader as a volunteer. We also recognized the need to offer one to one support.

1995: Lactation Clinics started at one day a week with Linda Szilagyi who became our first IBCLC in 1995 and grew to two a week when Siobhan Whalley received her IBCLC in 1998. The drop in continued at the Health Unit.

As PHN's were supported to increase their own skills and knowledge, breastfeeding clinics and supports expanded. Currently the Health Unit breastfeeding clinics are available 5 days a week and we continue to have a number of LC's on staff. Our LC's are instructors at the MAD courses in Fraser Health.

2007: The Breastfeeding drop in moved to the public library, Prenatal Breastfeeding classes were offered at the Ridge Meadows Maternity Clinic and the Buddy up for Breastfeeding program began with a group of moms eager to be peer supports.

World Breastfeeding Week celebrations continue annually at the Library and community support for this event continues to grow.

PHN's are encouraged to be mentors and share their passion for breastfeeding at staff meetings, conferences and celebrations at the Health Unit.

Welcome to our Health Unit



Building A Breastfeeding Community

Leslie Billinton RN BScN MN, Anita Peters RN BScN IBCLC, Linda Szilagyi RN BSN IBCLC

BLUEPRINT FOR ACTION:
INFLUENCE, INFORM, INSPIRE

June 17-19, 2013
7th National Community
Health Nurses Conference
Kelowna, BC

Engagement

Buddy Up for Breastfeeding is a telephone based peer support program developed by Linda Bachmann and Pam Munro.

Through this innovative and evidence based approach, successful breastfeeding mothers (peers) can play a key role in assisting women to achieve their breastfeeding goals. Support is provided by phone or email.

Buddies attend an orientation program at the Health Unit and are supported by the Public Health Nursing team.

The Maple Ridge program was initially funded by a grant from the community IODE.



Fraser Valley Regional Library

2006: World Breastfeeding Week Celebrations moved from the ACT to the library.

The Library is always welcoming and a proud host of the Annual World Breastfeeding Week Celebration



The Hive PHN's were instrumental in the plans to develop a community HUB, to be used by the community for programming.

Alouette Correctional Centre for Women

In 2004 PHN's visited the facility to provide Best Beginning Services to pregnant women and supported women who returned to the centre with their babies. With the closure of the Mom and Baby program, PHN's continue to support women prenatally. The BFI program has provided an opportunity to build on the established relationship between Corrections and Public Health. As a result mothers are encouraged and supported to pump, store and provide their milk for their babies.

MCFD
Enhanced connections and education sessions are planned to ensure the most vulnerable babies receive the benefits of breastfeeding.



The Early Childhood Development Committee meets monthly to promote and support community engagement for the improvement of the health and wellbeing of all children (prenatal to age 6) and advocates on behalf of all children and families in our community. Representation for the committee is from:

- School District 42
- MCFD
- Fraser Health Public Health
- Family Education Centre
- Community Services Council
- IDP/Aboriginal IDP
- Child Development Centre
- Westcoast Families
- Cythera House
- Association for Community Living
- Community Business Members

You are Welcome to Breastfeed Here

There are designated breastfeeding sites throughout our community, at the Leisure Centre, Family Education Centre and at the Health Unit.

Plans are in place to involve our business community to create even more welcoming spaces.

Community Network

A partnership of over 50 agencies and 150 members coming together to advocate for a strong community.

Maple Ridge Public Health Unit has developed strong connections within the community to support the breastfeeding families of Maple Ridge, Pitt Meadows and the Katzie First Nation.

Engagement

Building A Breastfeeding Community

Leslie Billinton RN BScN MN, Anita Peters RN BScN IBCLC, Linda Szilagy RN BSN IBCLC

Efforts are being made across Fraser Health to promote, protect and support breastfeeding.

Since the WHO/UNICEF BFHI launch in 1991, 22000 hospitals in 157 countries have been designated Baby Friendly.



Fraser Health is committed to obtaining the Baby Friendly designation for its community and acute maternity sites. The designation occurs through an external certification process, based on 10 measurable indicators: The Ten Steps to Successful Breastfeeding.

An evaluation of the Ridge Meadows Hospital/ Maple Ridge Health Unit Baby Friendly Initiative pilot program is currently under way. Once the evaluation is complete and the Baby Friendly Coordinator is hired BFI will be expanded to other sites in the Health Region.

Generous donations have been received from the Ridge Meadows Rotary Club and the Ridge Meadows Hospital Foundation.

Action



Maple Ridge Health Unit

Breastfeeding has long been a passion for our PHN's. Maple Ridge Health Unit and Ridge Meadows Hospital were chosen as the pilot sites for the Baby Friendly Initiative.

The PHN's collaborated with the project coordinator Sidney Harper to introduce the initiative to the very receptive Health Unit team. The Baby Friendly Module has been completed by the majority of the administrative team, as well as members of the Community Network and ECD committee. Presentations have been done at various community program offices.

Our Breast Milk Depot opened in the Health Unit in January 2013. Health Unit funds were used to purchase the freezer. Pamphlets were designed for a community wide promotion. Articles ran in the local papers and FH Facebook page. Currently we have 10 donors and have collected 1844 ounces.

Working together with Ridge Meadows Hospital we hope to achieve our goal of being the first sites in Fraser Health designated as Baby Friendly.



Building A Breastfeeding Community

Leslie Billinton RN BScN MN, Anita Peters RN BScN IBCLC, Linda Szilagy RN BSN IBCLC

Community

BFI presentations have been done at various community program offices. The community has enthusiastically embraced the Baby Friendly Initiative, actively promoting, supporting and attending Baby Friendly events.



Evaluation

Ridge Meadows Hospital

Maternity staff are actively involved with BFI. Collaborating with staff from Emergency, Psychiatry and Surgical Unit to increase awareness of the importance of BFI.

Nurses are actively working to change practice. They are promoting skin to skin, keeping moms and babies together following cesarean sections, offering donor milk when supplementation is required and supporting early exclusive breastfeeding,

Also a clearly recognizable breastfeeding space for visitors and patients has been created.

