



Baby-Friendly Initiative
WOOD BUFFALO

Report to the Community

March 2013

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VISION

*Baby-Friendly Initiative Wood Buffalo:
Proud to embrace a thriving breastfeeding community .*

MISSION

*To empower a community that inspires and encourages families
to breastfeed through the understanding, education,*



Background

The Baby-Friendly Initiative Wood Buffalo is a multi tier planned project aimed at achieving Baby-Friendly status as recognized by the Breastfeeding Committee for Canada and the World Health Organization. The Baby-Friendly Initiative (BFI) is a global initiative aimed at protecting, promoting and supporting breastfeeding as a means to enhance safe motherhood, child survival and primary health. In partnership with the Northern Lights Health Foundation and Alberta Health Services, The Baby-Friendly Initiative Wood Buffalo has established a community based interdisciplinary committee. This committee is dedicated to creating and mobilizing key stakeholders to work towards providing families with optimal care for mothers and infants that is supportive of exclusive, long-term breastfeeding.

The Baby-Friendly Initiative Wood Buffalo is a Northern Lights Health Foundation funded program in partnership with Alberta Health Services. The Baby-Friendly Initiative Coordinator holds a 0.8 FTE position and is a Registered Nurse dedicated to the coordination and facilitation of the process of becoming Baby-Friendly. Regular stewardship is provided through statistical reports and newsletter updates.

Objectives



The overall goal of the Baby-Friendly Initiative Wood Buffalo is to significantly increase the rates of initiation, duration and exclusivity breastfeeding in Wood Buffalo. In order to do this, we must make breastfeeding the norm for infant feeding in Wood Buffalo.

Objectives for the Baby-Friendly Initiative Wood Buffalo have been organized into sub-categories as follows:

Leadership

- Increase the level of awareness and commitment to the principles of the Baby-Friendly Initiative within the community of Wood Buffalo and Alberta Health Services (AHS).
- Act as a resources for BFI information in partnership with national, provincial and territorial breastfeeding committees.

Policy Development

- Create, implement and communicate an AHS North Zone policy. Additionally, a policy will be made available to workplaces and community businesses to support their employees and patrons. Both policies will outline and support the Integrated 10 Steps and the International Code of Marketing of Breast-milk Substitutes.

Education/Training

- Increase the level of knowledge of health professionals and support staff around infant feeding best practice (the Integrated BFI 10 Steps and the International Code of Marketing of Breast-milk substitutes).
- Provide accurate and consistent information to prenatal families, postnatal families and the general public around best practice in infant feeding.

Objectives (continued)

Surveillance

- Develop and ensure a consistent, accurate and cost effective process for the collection of the rates of breastfeeding initiation, duration, exclusivity in the community of Wood Buffalo

Evaluation

- Evaluate and ensure that the Baby-Friendly Initiative strategies and actions are meeting the needs of targeted populations via data surveillance and the use of evidenced based evaluation tools.

Sustainability

- Provide consistent awareness, education and programming continuously over the next five years and beyond.

Community Capacity

- Develop partnerships, networks and collaborative strategies with health care organizations, health care providers, consumers and multi-sectoral organizations in the community of Wood Buffalo.

Marketing & Communication

- Effectively promote a Baby-Friendly culture by increasing awareness and understanding of the positive impact that breastfeeding has on infants, mothers, families, communities and society.



Performance Measurement

Infant feeding surveillance is a requirement to become Baby-Friendly. We must describe breastfeeding initiation, duration and exclusivity rates in Wood Buffalo. In order to achieve accreditation, statistics must report that rate of exclusive breastfeeding at entry to service (Health Beginnings visit) is at least 75% over the course of the last year OR that the rate of "any" breastfeeding (exclusive and breastfeeding with supplementation of breast-milk substitutes) be at least 75% with demonstration of increased rates over the past three years. So far, we have data reported for a total of nine months (April - December 2012). BFI Wood Buffalo is very fortunate to have support and assistance from AHS's Clinical Quality Metrics team.

The objectives of the breastfeeding surveillance reports are to:

- Determine the initiation, duration and exclusivity rates up to 21 months of age.
- Determine how breastfeeding initiation is affected by maternal age.
- Determine how breastfeeding initiation is affected by gestational age at birth.
- Determine how breastfeeding initiation is affected by number of pregnancies.
- Determine when other infant feeding practices are introduced such as breast-milk substitutes and solids .

This current state assessment will be used for comparison purposes to demonstrate improvement following implementation of the Breastfeeding Committee for Canada's Baby Friendly Initiative Integrated 10 Steps & WHO Code Practice Outcome Indicators for Community Health Services.

Below are the average breastfeeding rates from April - December 2012. There has minimal change in rates throughout this nine month period of data collection.

Public Health Statistics April - December 2012						
World Health Organization, Health Canada and Canadian Pediatric Society's Recommendations by age	Healthy Beginnings Visit (Entry to Service) Exclusive breast-milk	2 Months Exclusive breast-milk	4 Months Exclusive breast-milk	6 Months Introduction of Solids with continued Breastfeeding	12 months Solids and breast-milk only	18 Months Solids and breast-milk only
% Fed breast-milk exclusively	49%	27%	22%	24%	11%	1%
% Diet includes breast-milk	82%	50%	42%	38%	26%	8%

Actions

Actions have been strategically planned to achieve the objectives in each subcategory of our strategic plan.

Leadership

- Creation and development of a community interdisciplinary committee. The committee is divided into three subcommittees: Education, Implementation and Marketing & Communication. In addition to regular meetings, subcommittees meet separately as needed to work on action plans in focus areas.

Policy Development

- Outline and develop a policy as per Breastfeeding Committee for Canada guidelines. The policy will guide the practice of health care providers within Fort McMurray Public Health and public health centers across Alberta Health Services North Zone. The policy is being developed by the Baby-Friendly Coordinator in collaboration with the interdisciplinary committee and the North Zone Breastfeeding Working Group.

Education/Training

- Development of an education plan that will meet the needs of Public Health staff. Outreach education to other health professionals in hospital and the community is also provided.
- Organization and execution of the 20 Hour Course biannually. (*WHO Breastfeeding Management and Promotion for the Health Professional*).
- Orientation to breastfeeding policy is provided to all clinical and non-clinical staff.
- Regular Baby-Friendly Updates during monthly Public Health nursing meetings.
- Incorporation of Baby-Friendly practices and information into Public Health's prenatal education.

Surveillance

- Collect breastfeeding data by questionnaire during Healthy Beginnings home visits and Well-Child Clinic appointments.
- Compile Breastfeeding Surveillance Reports on a quarterly basis.
- Analyze Surveillance Reports for significant changes in breastfeeding rates.

Actions(continued)

Evaluation

- Evaluation of Education and Orientation sessions.
- Evaluation of Surveillance reporting.
- Evaluation of Public Health practices.
- Evaluation of Practices in the community.

Sustainability

- Work collaboratively with programs and community partners to ensure sustainable and integrated planning.

Community Capacity

- Work collaboratively with Public Health, Northern Lights Regional Health Centre, the Northern Lights Health Foundation and external community partners to implement Baby-Friendly policy and practices.
- Report back to community stakeholders through regular newsletters and annual reporting.

Marketing & Communication

- Development of a Communications Strategic Plan.
- Development of a website that provides clients with community resources and breastfeeding information.
- Develop social media tools to create awareness about the project and the importance of breastfeeding.



Achievements



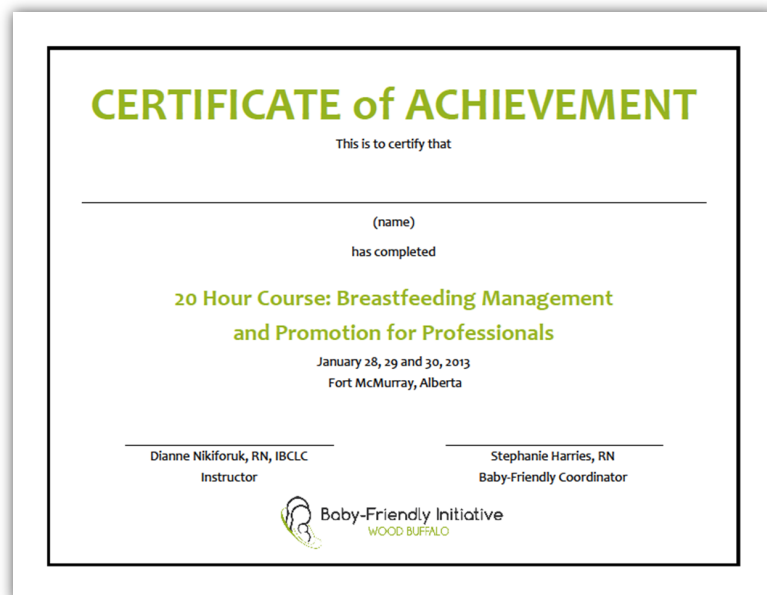
Certificate of Participation awarded by the BCC and ABC

Many achievements have been realized since the initial Baby-Friendly Initiative meeting in April 2012.

- Consistent community engagement. Monthly committee meetings are well attended.
- In September 2012, a Certificate of Participation was awarded by the Breastfeeding Committee for Canada (BCC) and the Alberta Breastfeeding Committee (ABC). This was a result of the submission of our Letter of Commitment and our first Infant Feeding Surveillance Report.
- Fort McMurray Public Health's Breastfeeding Clinic opened it's doors on September 25th, 2012. The Breastfeeding Clinic is open Tuesdays, Wednesdays and Thursday's. The clinic is staffed by one lactation consultant and 1 trained Public Health Nurse.
- Attended Breastfeeding and the Brain: Place Based Brain Development , a conference organized by the Alberta Breastfeeding Committee. The Baby-Friendly Initiative Coordinator was given the opportunity to network with colleagues from Northern Alberta as well as announce our community's participation in the Baby-Friendly Initiative (September, 2012).
- An environmental scan was completed. It examined the presence of breastfeeding and return to work policies available from employers in our community. Few were found to be adequately supportive of mothers returning to work or supportive to consumers and the public.
- Three Breastfeeding Surveillance Reports Complete (April 2012 - Dec 2012). Over this short period of time, data does not demonstrate any significant increase or decrease in breastfeeding rates.

Achievements (continued)

- Photos taken of local moms and babies breastfeeding throughout the community for use on the Baby-Friendly Initiative Wood Buffalo website.
- Logo development completed through a collaborative process between the community committee and the elected graphic designer. The logo represents the support person(s) embracing the mother and baby all of which are encircled by the support of the community of Wood Buffalo.
- Level 3 Breastfeeding Policy drafted. The implementation process is beginning across the North Zone of Alberta Health Services
- Public Breastfeeding Policy drafted (to be posted in Public area for client knowledge).
- The first breastfeeding course was a success! The 3 day course, *WHO Breastfeeding Management and Promotion for the Health Care Professionals* was held on January 28, 29 and 30th, 2013. It was taught by the extremely knowledgeable instructor, Dianne Nikiforuk, IBCLC, RN. The course was very well attended and included: 19 Public Health Nurses, 6 Hospital Staff (Maternity/Pediatrics), 1 Primary Care Network Nurse, 5 Doulas, 1 Nursing Student, and 1 community prenatal instructor. Feedback from participants was overwhelmingly positive. The course provided a great forum for discussion between the various disciplines.
- Breastfeeding discussion was led at the first session of the "First Things First" - a new prenatal group offered at the HUB (February, 2013).



Certificate of Achievement from the first 20 Hour Course

Challenges

The challenges that the Baby-Friendly Initiative Wood Buffalo has encountered include:

- Engagement of our acute care partners. Acute care areas that regularly care for breastfeeding families are often extremely busy and understaffed. So far we have been successful in involving some of our acute care partners in attending education sessions, but challenges will continue as the Baby-Friendly Initiative Wood Buffalo attempts to influence breastfeeding related practices within acute care.
- Engagement of physicians is another challenge that we are facing. Several physicians, especially pediatricians still carry and give away free samples of formula. Feedback received from clients tells us that family physicians and obstetricians are not discussing breastfeeding enough with their clients during prenatal visits, and pediatricians are not providing adequate support to encourage clients to initiate or continue breastfeeding. With the constantly increasing population of Wood Buffalo, it is understandable that the demand on physicians is high therefore making time available to each client limited. We must find an effective way to enable our physicians first to have conversations about breastfeeding with their clients and ensure that the information they convey is evidence based.
- Achieving sustainability is another challenge that we face. Obtaining continuing funding for the program may be a challenge. We will need to work collaboratively to find the appropriate resources to ensure that the program continues post accreditation.



20 Hour Course (January 28, 29 and 30th, 2013)

What's next?

In order to achieve Baby-Friendly Status by April 2014, we must:

- Fully implement a Breastfeeding Policy at Fort McMurray Public Health and across the North Zone, therefore standardizing practices across Northern Alberta.
- Ensure that all staff are oriented to the Breastfeeding Policy.
- Ensure that all clinical staff have received at least 20 hours of Breastfeeding education in addition to three hours of clinical education. At this time, approximately 1/3 of our staff have completed this education. The next education session is tentatively scheduled for May/June 2013.
- Ensure that there is sustainable plan for education and that staff are aware of education availability. We must ensure that staff have the appropriate education available within 6 months of hire.
- Continue to engage public health staff in learning about breastfeeding management and promotion.
- Ensure that all staff have the required clinical skills to protect, promote and support breastfeeding.
- Ensure that all practices within public health are compliant with the WHO International Code of Marketing of Breast-milk Substitutes.
- Improve our breastfeeding rates. In order to achieve accreditation, we must demonstrate that our exclusive breastfeeding rate at entry to service (Healthy Beginnings) over one year is at least 75% OR that our rate of "any breastfeeding" at entry to service is at least 75% with shown increases over 3 years. At this time our exclusive rate is an average of 49% and our "any breastfeeding" rate is at an average of 82%. Both span over nine months of data collection.
- Engage our community's physicians by providing education specifically directed at their learning needs.
- Engage acute care partners by assisting them to: Improve staff education, increase the practice of skin-to-skin and mom and baby togetherness, and reducing the inappropriate distribution of products that within the scope of the WHO's *International Code of Marketing of Breast-milk Substitutes*. To be successful, clear and effective communication with our acute care partners is needed to ensure continuity of care for the families in our community.
- Engage the community through our website and social media. In the upcoming year we must improve the visibility of our program in the community.



Dianne Nikiforuk (Course Instructor), Stephanie Harries (Baby-Friendly Initiative Coordinator), and Jennifer Splaine (Supervisor, Public Health)

Summary

The implementation of the Baby-Friendly Initiative at Fort McMurray Public Health is on schedule. BFI Wood Buffalo is well on its way to achieving the goals and objectives that have been set. There is no question that there will be challenges along the way. 2012 allowed for the building of a strong foundation while 2013 will be an integral year for full implementation of the Baby-Friendly Initiative program in the community of Wood Buffalo. The program will be formally launched into the community through the use of our website, social media as well as traditional media. Clear and evidence based information will be provided to the community, therefore enabling the support of breastfeeding in throughout the community. It is essential that BFI Wood Buffalo continues to work within the health care system to improve the knowledge and skills of staff to ensure that families are receiving consistent and accurate messaging. This messaging will allow families to make informed decisions to be made when it comes to infant feeding. Lastly, BFI Wood Buffalo must continue to focus on sustainability. It wishes to ensure that their program continues to thrive in the community of Wood Buffalo for the benefit of future generations.

Baby-Friendly Wood Buffalo is very thankful to both the Northern Lights Health Foundation and Alberta Health Services for providing Fort McMurray Public Health with the unique opportunity to lead the way in making Alberta 'Baby-Friendly'.

