



Baby-Friendly Initiative
WOOD BUFFALO

Report to the Community

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WOOD BUFFALO

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, advocacy and support of the Baby-Friendly Initiative.

Background

The Baby-Friendly Initiative Wood Buffalo is a multi tier planned project aimed at achieving Baby-Friendly designation 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.

Over the past four years, Baby-Friendly Initiative Wood Buffalo has built a strong foundation for supporting breastfeeding in the community of Wood Buffalo and is already showing an impact reflected by improvements in breastfeeding rates.

The screenshot shows the website's header with the logo and a navigation menu. Below the header is a large banner image of a woman holding a baby. Overlaid on the banner are three call-to-action buttons and a search bar. The buttons are: 'What is the Baby Friendly Initiative?' (with an information icon), 'Need Help? RMWR has support' (with a speech bubble icon), and 'Professionals - Expand your breastfeeding knowledge' (with a plus icon). The search bar has a 'SEARCH' button.

2015-Early 2016 year highlights!

- BFI Wood Buffalo participated in its third Quintessence Breastfeeding Challenge on October 3rd, bringing out 43 moms and babies. This gave us a Bronze Medal-3rd place in the more than 50,000 births per year category.
- North Zone Public Health has succeeded in implementing its Infant Feeding Policy, which is the requirement for the Step 1 of the BFI 10 steps.

Objectives

Baby-Friendly Initiative Wood Buffalo's overall goal is to significantly increase the rates of initiation, duration and exclusive breastfeeding through the normalization of breastfeeding in Wood Buffalo.

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

Leadership

Increase level of awareness and commitment to the principles of Baby-Friendly Initiative within the Regional Municipality of Wood Buffalo and Alberta Health Services

Policy Development

Create, implement and communicate an AHS North Zone policy, a work place/community business policy that supports the Integrated 10 Steps and the International Code of Marketing of Breast Milk Substitutes

Education/Training

Increase the knowledge of health professionals, support staff and volunteers about breastfeeding, best practice, and the Integrated BFI 10 Steps.

Increase knowledge level around infant feeding practice to prenatal and postnatal families.

Surveillance

Develop and ensure a consistent, accurate and cost effective process for data collection of breastfeeding rates (initiation, duration and exclusivity) in the Regional Municipality of Wood Buffalo.

Evaluation

Evaluate and ensure that Baby-Friendly Initiative strategies are meeting the needs of the targeted population. Ensure that programming is financially sustainable.

Sustainability

Provide awareness, education and programming continuously and consistently over time.

Marketing & Communication

Promote a Baby-Friendly culture within the Regional Municipality of Wood Buffalo.



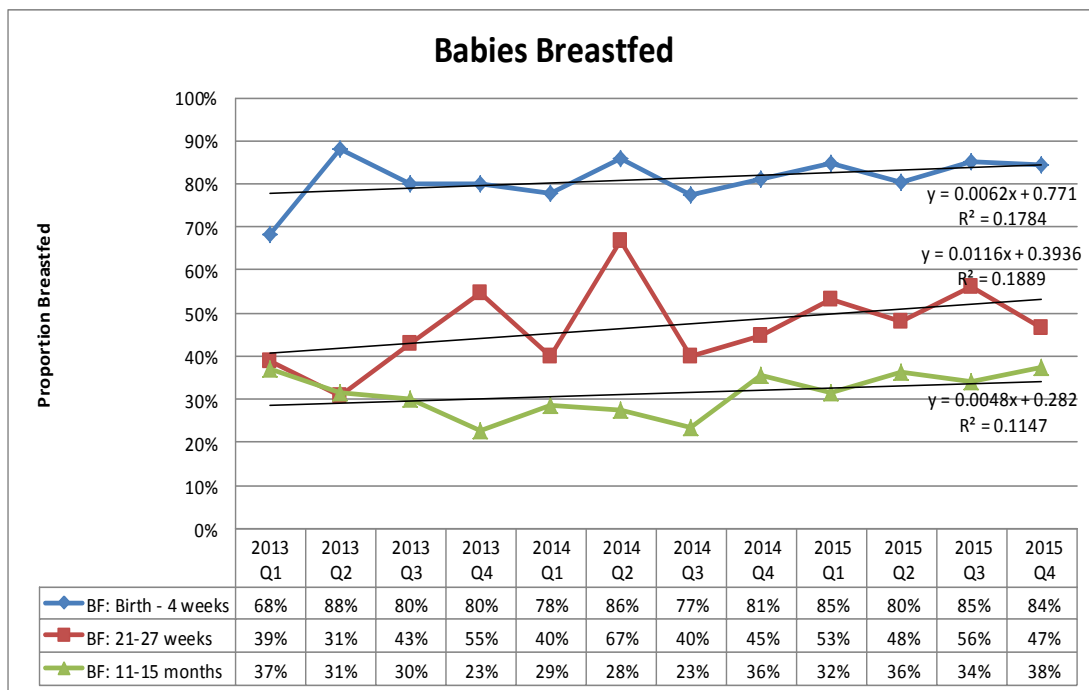
Performance Measurement

Infant feeding surveillance is a requirement to achieve Baby-Friendly designation. Data will be used to demonstrate improvement during and following implementation of the Breastfeeding Committee for Canada's Baby-Friendly Initiative Integrated 10 Steps & WHO Code Practice Outcome Indicators for Community Health Services.

Requirements:

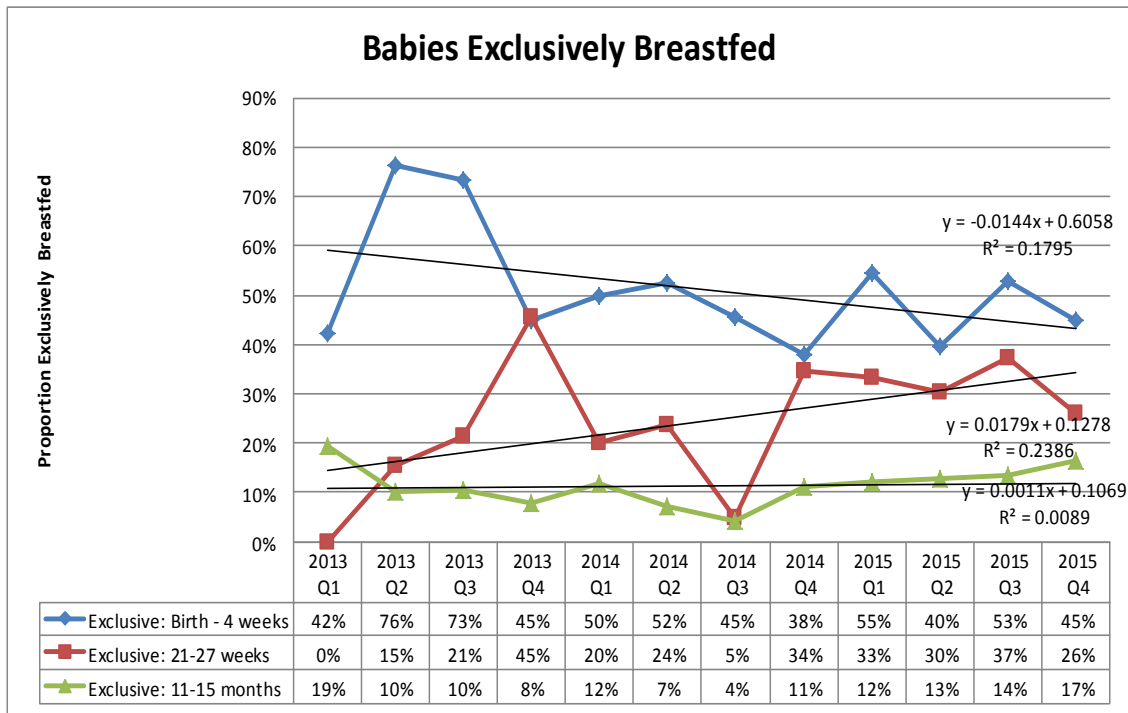
- Report that the rate of exclusive breastfeeding at entry to service (Healthy Beginnings visit) is at least 75% over the course one year **OR**
- Report that the rate of "any" breastfeeding (exclusive and breastfeeding with supplementation of breast-milk substitutes) is at least 75% with demonstration of improvement in breastfeeding rates over three years. (Breastfeeding Committee for Canada, 2012)

Data is collected at Healthy Beginnings home visits and each Well Child Clinic appointment at Fort McMurray Public Health.



An improvement in "any" breastfeeding is noted for all 3 age groups. This meets the requirement to achieve baby-friendly designation.

Performance Measurement



The rate of exclusive breastfeeding at birth has seen a decrease over the past 3 years. This could be due to different factors:

- There is a difference in how the data is being captured. Nurses may be asking questions differently or have slightly shifted their practices in how the data is entered.
- The mothers or families may be more likely to give liquids other than breastmilk than they were.
- Hospitals may give formula to let mother rest or due to historical practices.
- We may be capturing a slightly different population over time.

It is interesting to see the decreasing exclusivity in the first month while breastmilk in diet increases.

What's next?

To move closer to Baby-Friendly designation, this year, we will:

- Continue to ensure that all staff are oriented to the Breastfeeding Policy.
- Place a summary of the Infant Feeding Policy in all public areas of Public Health North Zone
- Place signs in all public areas in the North Zone stating that breastfeeding is welcome.
- Partner with major employers to encourage support for breastfeeding mothers returning to work.
- Create tools to measure patient satisfaction and understanding of breastfeeding.
- Provide formal support to the peer-led breastfeeding support group.
- Ensure that all clinical staff have received at least 20 hours of Breastfeeding education in addition to three hours of clinical education. Staff that require education consist of casual employees and any new employees.
- Continue to engage public health staff in learning about breastfeeding management and promotion. Encourage continuing education.
- Continue to ensure all practices within public health are compliant with the *International Code of Marketing of Breast-milk Substitutes*.
- Engage our community physicians by providing education specifically tailored to 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 reduce the inappropriate distribution of products that within the scope of the *International Code of Marketing of Breast-milk Substitutes*.
- Engage the community through our website and social media. Improve visibility of the program in the community through community events.
- Revamp and publicize the BFI website



Summary

The Baby-Friendly Initiative is known to be a difficult and challenging journey. Facilities across Canada spend many years working towards the minimum standards outlined by the Breastfeeding Committee for Canada. While the goal of Baby-Friendly designation has not yet been reached, in only two years, the program has built a sturdy foundation for breastfeeding care in Wood Buffalo.

There have been several successes that include the Baby-Friendly Initiative website, and community events, but the most significant successes this year are the relationships with our partners and community. Seeds have been planted in the Wood Buffalo region, throughout the North Zone, and across the province of Alberta. The momentum must now be carried as work is completed towards final designation.

Thank you

Baby-Friendly Initiative Wood Buffalo would not be possible without the support of the Northern Lights Health Foundation, Alberta Health Services and the community of Wood Buffalo. It is an amazing opportunity for Fort McMurray Public Health and Baby-Friendly Initiative Wood Buffalo volunteers to lead Alberta in becoming "Baby-Friendly."

