



# Baby-Friendly Initiative

WOOD BUFFALO

# Report to the Community

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Melissa Thomson, RN BScN  
Baby-Friendly Initiative  
Public Health  
Alberta Health Services  
Fort McMurray, AB





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## WOOD BUFFALO

### **VISION**

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

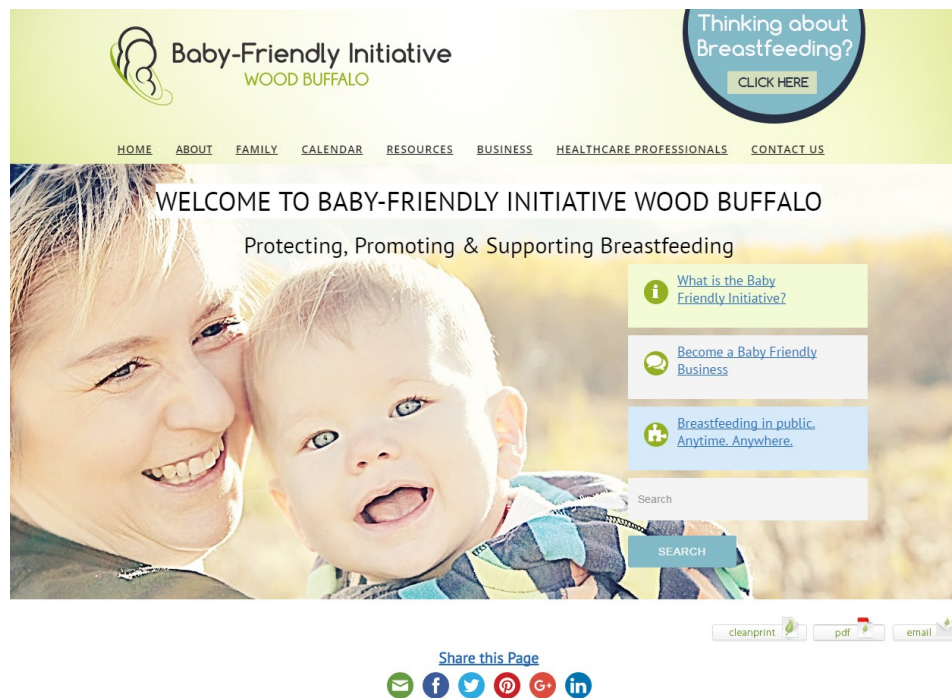
### **MISSION**

*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 (BCC) and the World Health Organization (WHO). 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 five 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.



# 2016 Year Highlights

## 2016, early 2017 year highlights!

- BFI Wood Buffalo participated in its fourth Quintessence Breastfeeding Challenge on October 1st, bringing out 25 moms and babies.
- Fort McMurray Community Health Services has initiated a new liaison role with the Maternal Child unit at the Northern Lights Regional Centre. This new role promotes enhanced communication between public health staff and the staff on the maternal child unit to create a seamless transition for new families from hospital to community. The public health nurse in this role provides families with information on public health services as well as provides support and education with breastfeeding.
- The community breastfeeding support group, recently renamed Baby Café, continues to meet bi-weekly and now has a public health nurse attending and offering breastfeeding support to families.
- The Fort McMurray Community Health Services unit has become a local donor milk drop site for the NorthernStar Mothers Milk Bank.
- BFI Wood Buffalo website has been revamped to make it more user friendly.
- Fort McMurray public health nursing staff now have access to silicone breast teaching aids to demonstrate hand expression with mothers in the community.
- A client survey to evaluate new mothers' perceptions of the information they received from public health nurses during their new baby visits was conducted. Conclusions of that survey indicate that overall the participants reported a high level of agreement (over 80%) that public health nurses had provided them with adequate information to confidently feed their infants.
- Fort McMurray public health nurses also completed a staff survey to assess the nurses' knowledge of the Infant Feeding Support Guideline and comfort with educating new mothers based on these principles. The results showed that staff strongly agree with key aspects of the BFI principles and had a good understanding of the benefits and promotion of breastfeeding.
- A summary of North Zone Public Health Infant Feeding Support policy has been posted within the Fort McMurray Community Health Services unit for public to review.
- BFI Wood Buffalo is in the final preparations to submit for document review to the BCC-BFI Assessors.
- Refining of data pulling and collection for breastfeeding rates in Wood Buffalo is ongoing.
- North Zone Public Health has offered support to Infant and Young Child Feeding in Emergencies (IYCF-E) in its effort to enhance emergency preparedness related to infant and young children feeding.

# 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.



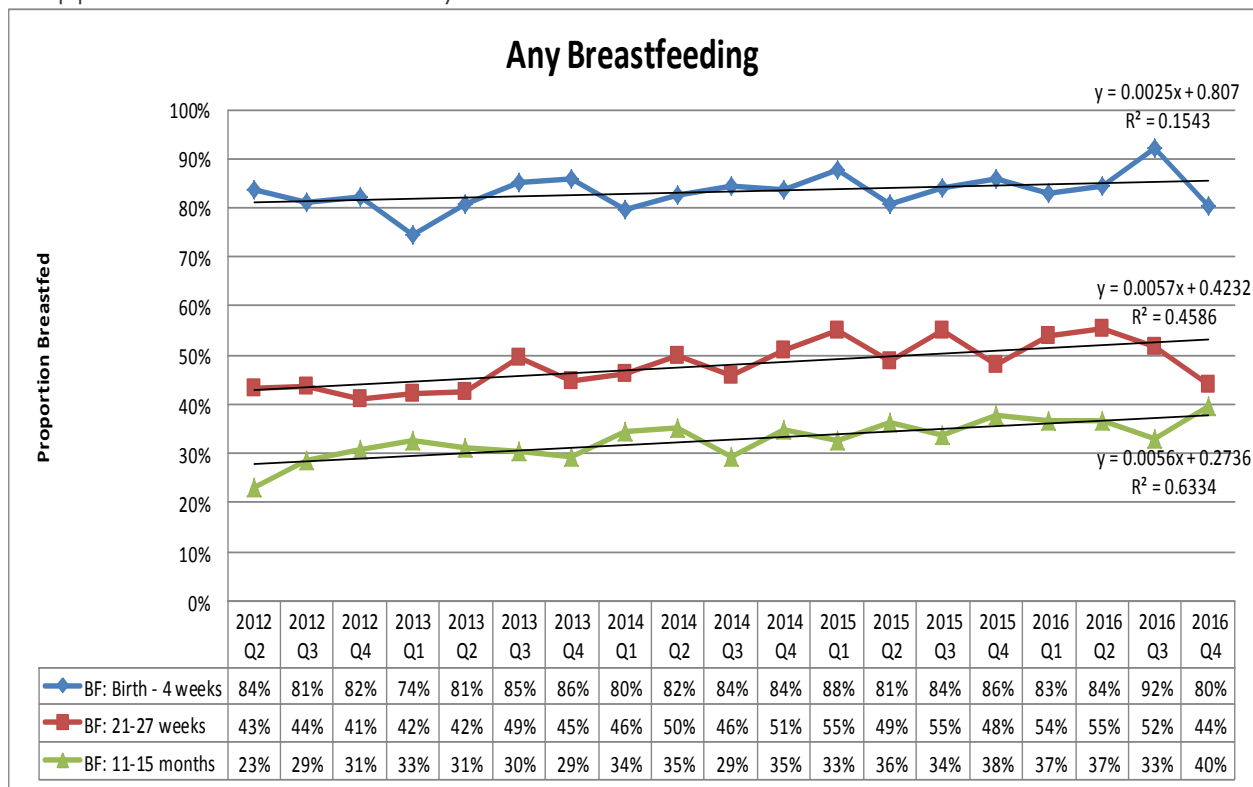
# Performance Measurement

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.



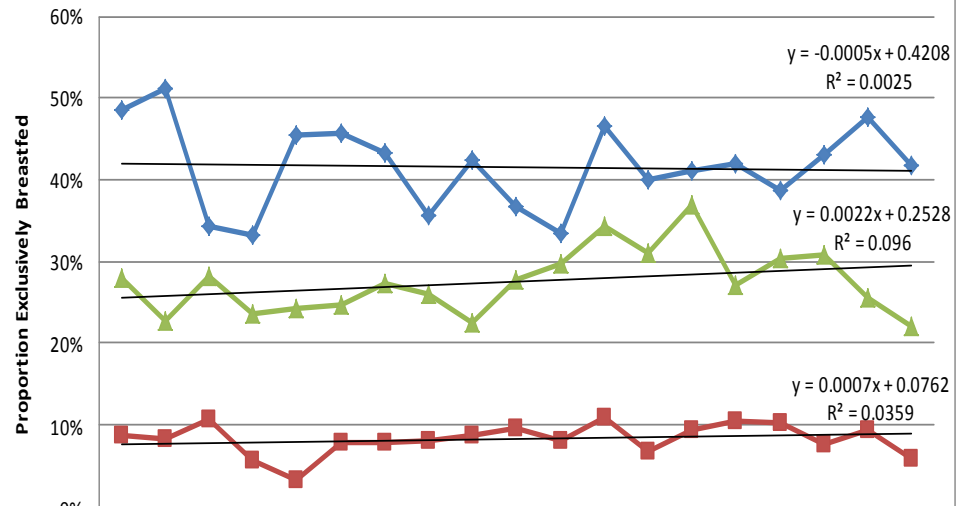
An improvement in “any” breastfeeding is noted for all 3 age groups.

This meets the requirement to achieve baby friendly designation.

**Note:** The May 2016 wildfire in Fort McMurray showed decreases in breastfeeding rates for infants born before or during the evacuation if mothers were establishing breastfeeding, whereas breastfeeding rates increased for infants with established breastfeeding before the evacuation.

# Performance Measurement

## Babies Exclusively Breastfed



	2012 Q2	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2016 Q1	2016 Q2	2016 Q3	2016 Q4
◆ Exclusive: Birth - 4 weeks	48%	51%	34%	33%	46%	46%	43%	36%	42%	37%	33%	47%	40%	41%	42%	39%	43%	48%	42%
■ Exclusive: 21-27 weeks	9%	8%	11%	6%	3%	8%	8%	8%	9%	10%	8%	11%	7%	9%	10%	10%	8%	9%	6%
▲ Solids & Breastmilk Only: (21-27 weeks)	28%	23%	28%	24%	24%	25%	27%	26%	23%	28%	30%	34%	31%	37%	27%	30%	31%	25%	22%

The rate of exclusive breastfeeding at birth has seen a decrease over the past 5 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 Infant Feeding Policy.
- 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.
- Continue to 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 and use of BFI Wood Buffalo promotional items.
- Prepare for a pre-assessment site visit by a BCC-BFI Assessor.





## Summary

The Baby-Friendly Initiative is known to be a time of intense exploration and learning and all part of an organizations journey to success. 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 five years, the program has built a sturdy foundation for maternal child care and infant feeding 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 as well at within the Alberta Health Services organization.

## 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."

