



Baby-Friendly Initiative
WOOD BUFFALO

Report to the Community

2017/2018

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Baby-Friendly Initiative

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 seven 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.



2017/2018 Highlights

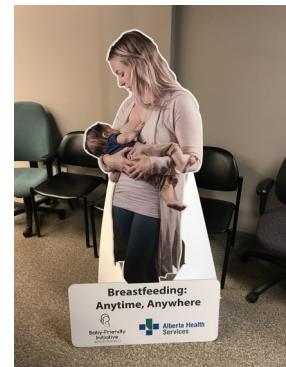
- BFI Wood Buffalo participated in its fifth and sixth annual Quintessence Breastfeeding Challenge on September 30, 2017 and on September 29, 2018. For the 2017 event a total of 34 moms and 35 babies/children participated. In 2018, we had 25 moms and 26 babies/children come out to the event.
- Fort McMurray Community Health Services (FMCHS) continues with the liaison role on the Maternal Child unit at the Northern Lights Regional Centre (NLRHC). The public health nurse provides families with information on public health services as well as provides support and education with breastfeeding, infant feeding and normal newborn behaviours.
- Maternal Child staff at NLRHC have been provided with silicone breast teaching aids, also currently used by public health nursing staff, to demonstrate hand expression with mothers at the bedside.
- All nursing staff at FMCHS as well as on the Maternal Child unit at NLRHC have tiny tummy lanyards. These lanyards are used as a teaching tool to demonstrate newborn stomach size. Included with these lanyards is an image showing stomach size on day 1 as well as stomach size for a three day old baby. There is also a bead on the lanyard used as a visual to parents to demonstrate the typical size of a newborn baby's belly for the first 1-2 days following birth.



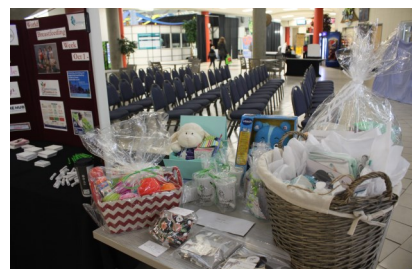
- The Baby Café continues to meet bi-weekly and has a public health nurse attending and offering breastfeeding support to families.
- A new canvas outlining FMCHS commitment to families related to Baby-Friendly practices has been posted within the FMCHS unit for public to review.
- 'Breastfeeding Welcome' posters were created and are currently displayed at FMCHS unit and at various community locations.
- Fort McMurray Community Public health has submitted for document review to the BCC-BFI Assessors.
- Refining of data pulling and collection for breastfeeding rates in Wood Buffalo is ongoing.
- The BFI Wood Buffalo website has been updated to include new resources and breastfeeding statistics.
- A new infant formula distribution checklist has been created and provided to community organizations that provide families with free formula.
- North Zone Public Health has been working with Infant and Young Child Feeding in Emergencies (IYCF-E) in its effort to enhance emergency preparedness related to infant and young children feeding. Safely Fed Canada has completed a final report on IYCF-E practices in Wood Buffalo.
- BFI Wood Buffalo, in partnership with Alberta Health Services, created six life-sized cut outs featuring images of local mothers breastfeeding their children. These cut outs have been displayed in a variety of community places including Fort

2017/2018 Highlights in Pictures

Breastfeeding Cut Outs



Quintessence Breastfeeding Challenge Events



Performance Measurement

Infant feeding surveillance is a requirement to achieve Baby Friendly designation.

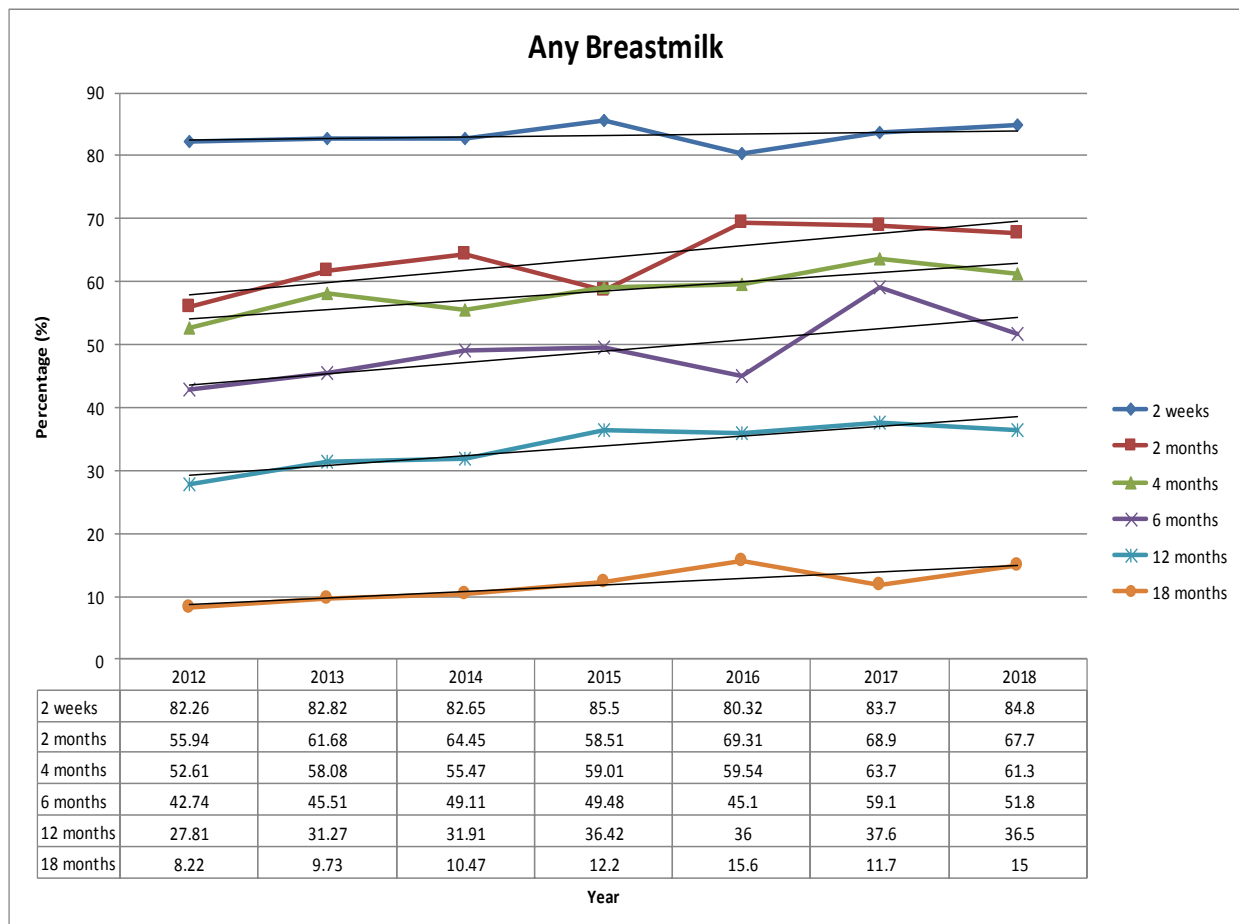
Data will be used to demonstrate improvement during and following implementation of the Breastfeeding Committee for Canada's Baby-Friendly Initiative.

Integrated 10 Steps & WHO Code Practice Outcome Indicators for Community Health Services.

Requirements:

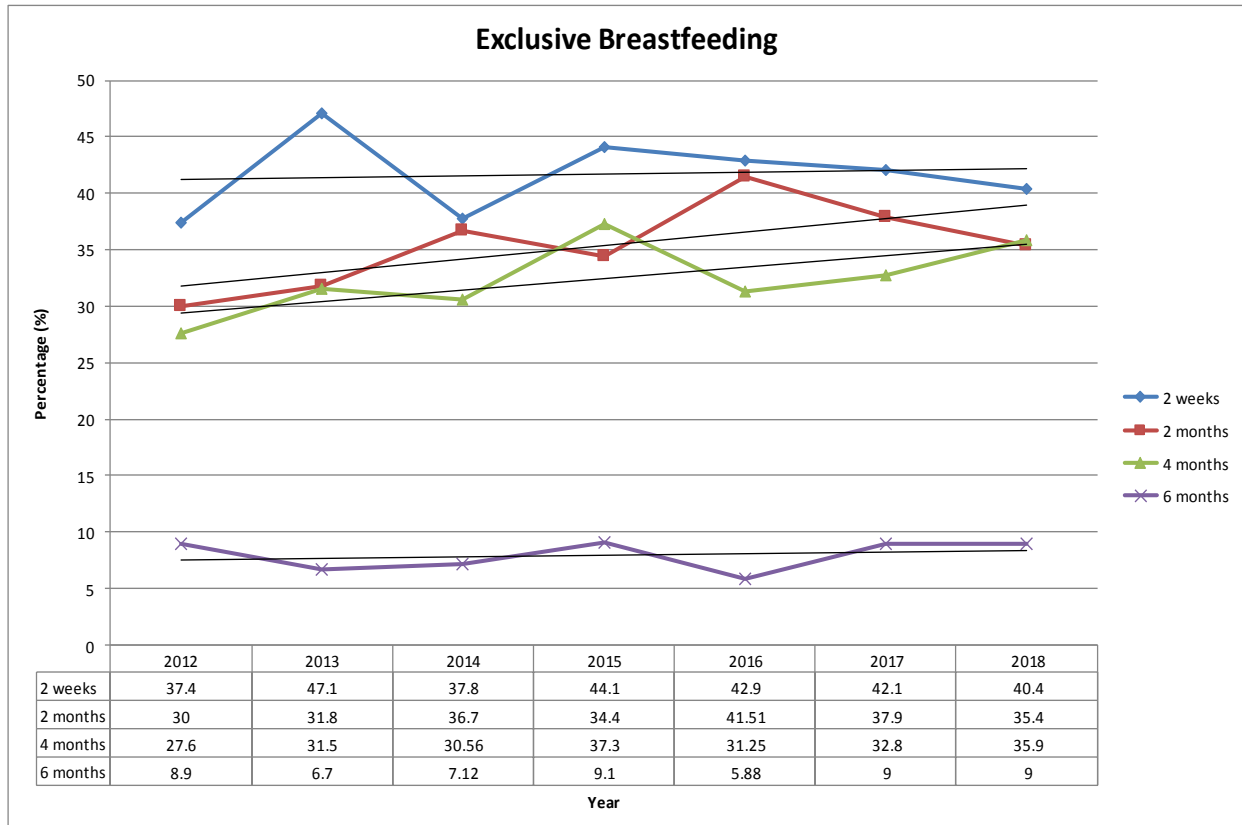
- Report that the rate of exclusive breastfeeding at entry to service (Healthy Beginnings visit) is at least 75 per cent over the course of one year **OR**
- Report that the rate of "any" breastfeeding (exclusive and breastfeeding with supplementation of breast-milk substitutes) is at least 75 per cent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

Data is collected at each contact with the family including the Healthy Beginnings home visits and each Well Child Clinic appointment at Fort McMurray Public Health.



An improvement in "any" breastfeeding is noted for all age groups over the last seven years.

Performance Measurement



Comparatively since 2012 we have seen improvements in exclusivity rates.

At six months of age, solid foods are often introduced at this point which accounts for the lower rates of exclusive breastfeeding. This data does not account for solids foods in addition to breastmilk.

What's next?

- Continue to ensure that all new public health 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 observation. 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 are 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 and breastfeeding cut outs.
- 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, all part of an organization's 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 the 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, which 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 as within the organization of Alberta Health Services.

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."

