



Baby-Friendly Initiative
WOOD BUFFALO

Report to the Community

2021

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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.



2021 Highlights

- BFI Wood Buffalo participated in our 9th annual Quintessence Breastfeeding Challenge. Due to social distancing guidelines and recommendations from the COVID-19 pandemic, the event was held online. The event ran for one week during World Breastfeeding Week and there were 27 moms who participated in the group event and had latched their babies on between 11:00am—12:00pm on October 2, 2021
- Since having the Pre-assessment site visit from the BCC-BFI committee, Covid-19 restrictions has delayed the External Assessment. The External Assessment is now scheduled for March 29, 30, 31 2022.
- The Baby Café support group, "Good Beginnings," has now moved online and meets once a week through Zoom. Public Health Nurses also continue to support the Mom's Matter postnatal support group once a week via zoom as well.
- Prenatal classes have switched online via Zoom. They are held once a month for one day. We have had people from other communities register and attend the classes as well. Plans for a monthly breastfeeding Zoom class are in the works with a projected start date of April, 2022.
- Fort McMurray Public health held its first Pregnancy Fair on November 6, 2021. This fair provided expectant families an opportunity to learn information on a variety of health topics related to pregnancy, including breastfeeding and informed feeding decisions. Colostrum kits were also discussed and handout out during the event. The in-person fair saw 17 expectant parents. Due to the success of the event, there is a plan to continue offering this fair at least 2 times a year.



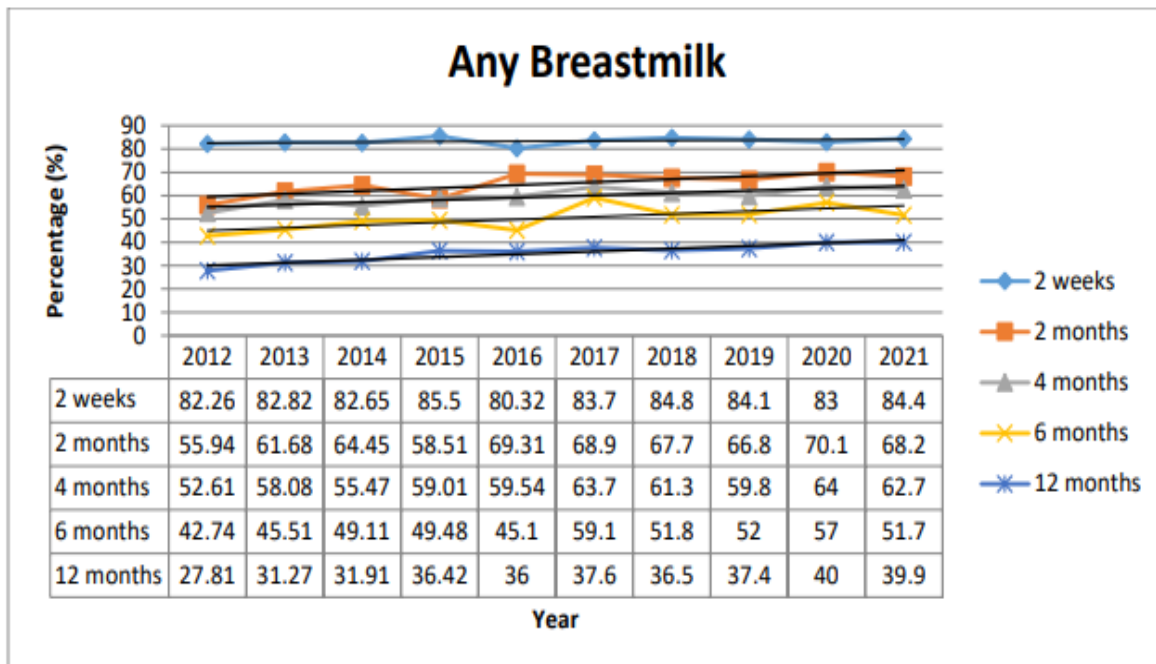
Performance Measurement

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:

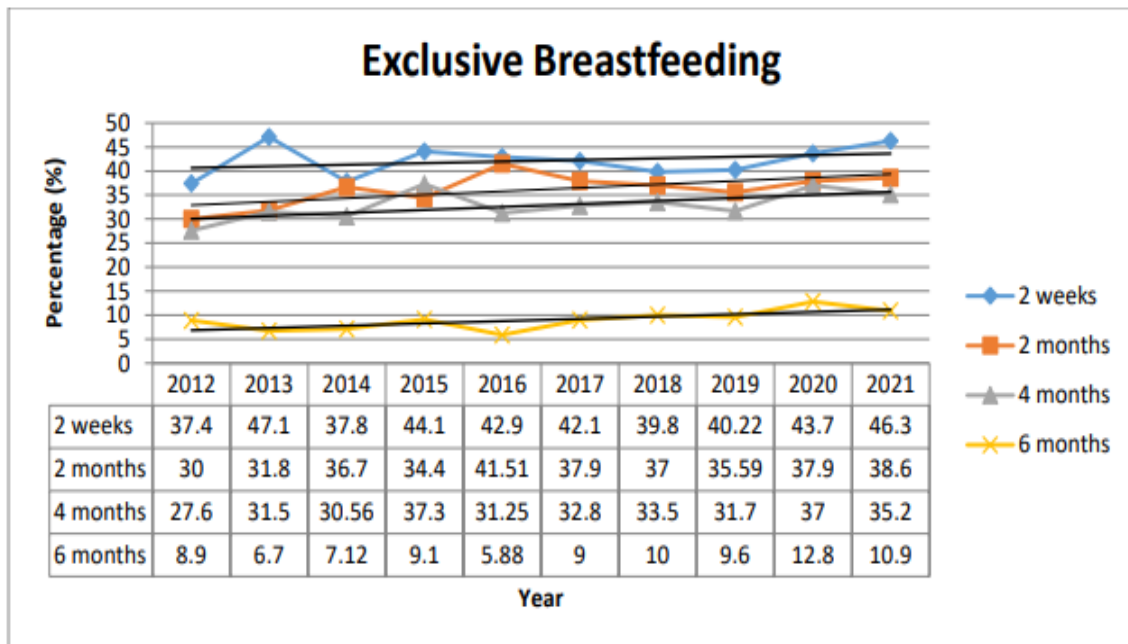
- Report that the rate of exclusive breastfeeding at entry to service (Healthy Beginnings visit) is at least 75% over the course one year **OR**
- Report that the rate of "any" breastfeeding (exclusive and breastfeeding with supplementation of breast-milk substitutes) is at least 75% with demonstration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

Data is collected at 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 several years.

Performance Measurement



We continue to see an increase in exclusivity breastfeeding rates across all age groups.

Note: At 6 months of age, solid foods are often introduced at this point which accounts for the lower rates of exclusive breastfeeding as this data does not account for solids foods in addition to breastmilk.

What's next?

- Prepare for the External Assessment site visit by a BCC-BFI Assessor March 29,30,31
- Continue to engage with community physicians to provide BFI education and resources
- Increase access to prenatal classes/ information by continuing to provide Zoom parental classes as well as Breastfeeding information sessions.
- 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, reduce the inappropriate distribution of products covered by the International Code of Marketing of Breastmilk substitutes
- Continue to engage public health staff in learning about breastfeeding management and promotion. Encourage continuing education.
- 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.



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. Because of the sturdy foundation for maternal child care and infant feeding in Wood Buffalo, the finish line for the BFI designation is finally in sight.

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."

