

---

# Breastfeeding in Quebec: The Baby-Friendly Initiative Journey

---

**Isabelle Côté, BSN, IBCLC**  
Winnipeg, September 24, 2010

---

# Beginning of the BFI Journey

- 1993 statistics: Quebec had the lowest bf initiation rates in the country (48%) along with the Maritimes, as well as duration
- In the later 90's: « coalition »
- Interdisciplinary working group led by Suzanne Dionne MD at the demand of the MSSS

Photo: Suzanne Dionne

---

# Statistics 94-95

*Breastfeeding in Canada: a review and Update (1999)*

	Total bf (%)	>6 months (%)
Canada	73	16,8 (23% of 73%)
Quebec	56	10.6 (19% of 56%)
Atlantic	60	12.6 (21% of 60%)
Ontario	80	17.6 (22% of 80%)
Prairies	83	24.1 (29% of 80%)
BC	85	22.1 (26% of 85%)

---

## Social context (in the 90s)

- The culture of the bottle:
    - Study (Estrie, 1996) amongst 75 primary school students: 70% drew a bottle to represent how is a newborn fed
  - Erotic function ⇨ lack of support from fathers
  - Lack of role models
  - Some feminist groups
  - Poverty and single mothers: QC leads (1997)
  - Inadequate training of HCP and health system
-

---

# Bottle Culture in the Childrens Books



---

# Beginning of the BFI Journey

- Major influence:
  - International Convention on the Rights of the Child
  - Ratified by Canada
  - Emphasizes a child's right to enjoy the highest attainable standard of health
-

---

# Beginning of the BFI Journey

- To ensure that all segments of society, in particular parents and children, are informed, have access to education and are supported in the use of basic knowledge of child health and nutrition, the advantages of breastfeeding, hygiene and environmental sanitation and the prevention of accidents;

*International Convention on the Rights of the Child (article 24) adopted by the United Nations General Assembly, November 20, 1989*

---

---

# Beginning of the BFI Journey

- Breastfeeding in Quebec: Guidelines (2001)
  - New: tagged \$\$\$
  - Distributed to each region
  - Each free to use it how they wish
    - Support to community groups
    - Hiring of LC
    - Special projects
-



---

# Breastfeeding in Quebec: Guidelines

## *Objectives*

- **General objective:**

*That by 2007, the rate of **total** breastfeeding, when leaving maternity services, has risen to 85%, and that it be 70%, 60% and 50% respectively at the second, fourth and sixth month of the child's life, and 20% at one year.*

---

---

# Breastfeeding in Quebec: Guidelines

## *Objectives*

- **General objective:**

*That by 2007, the rate of **exclusive** breastfeeding, when leaving maternity services, has risen to 75%, and that it be 40%, 30% and 10% respectively at the second, fourth and sixth month of the child's life.*

---

---

# Breastfeeding in Quebec: Guidelines

## *Objectives*

### ■ **Intermediate objectives (of 6)**

*#3: That by 2004, all maternity services and all local community health centres have begun the process of obtaining “baby-friendly” designations*

*#5: That by 2007, at least 20 maternity services and 40 local community health centres in Quebec be recognized as “baby-friendly”*

---

---

# Breastfeeding in Quebec: Guidelines

## *Strategies*

- The Baby-Friendly Initiative (BFI)
  - Organising support for breastfeeding
  - Follow-up and evaluation
  - The power of influence
-

---

# Political support

## Breastfeeding in Quebec: Guidelines (2001)

Can be found on Calgary  
Breastfeeding Matters  
Group's web site:

[http://www.cbmg.ca/Downloads/  
Quebec%20Breastfeeding  
%20Guidelines%20Engl  
%20Trans.pdf](http://www.cbmg.ca/Downloads/Quebec%20Breastfeeding%20Guidelines%20Engl%20Trans.pdf)

---

---

## Political support

### **National Public Health Plan 2003-2012**

Establishment of a  
Baby-Friendly network  
in the maternity  
services and the  
CLSCs.

---

---

## Political support

### **Laurentian's Regional Action Plan 2004-2007**

Implement BFI in one hospital with a delivery ward and one CLSC for the first year and before 2007, in one other hospital and two other CLSCs.

---

---

# Political support

## **Perinatal Policy 2008-2018**

Develop strategies so breastfeeding, as an exclusive infant feeding mode, becomes a social norm within the Quebec culture:

- by supporting implementation strategies for the Baby Friendly Initiative in the health centers.
-



---

# Actors

- National « answerer » at the MSSS
  - Regional « answerers »
  - Regional IBCLCs
  - MSSS accreditation committee
  - Regional and local committees
  - Team of BFI assessors
  - Community groups
  - Population in general
-

# Breastfeeding in Quebec: Guidelines

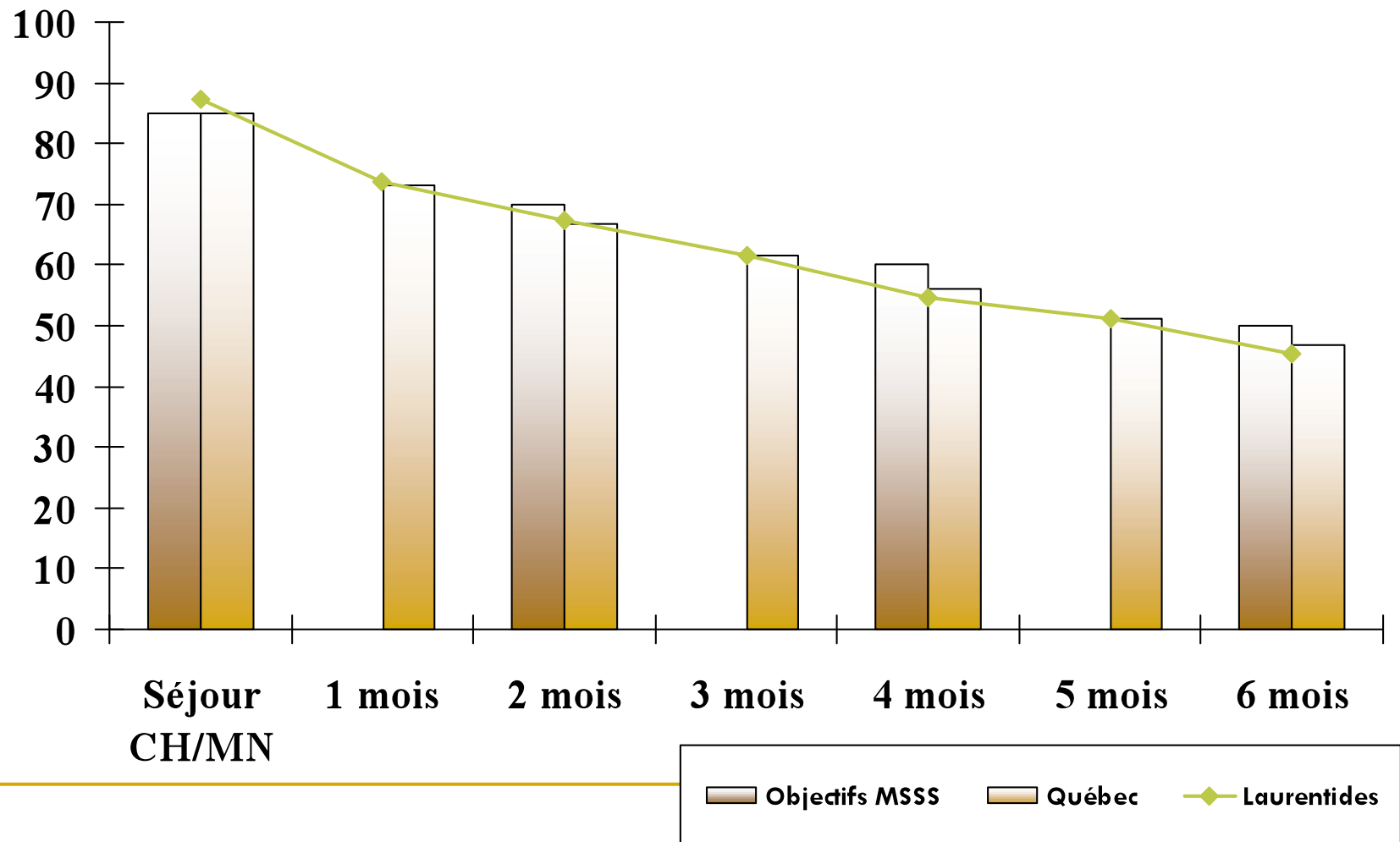
*Preliminary results*

- Total breastfeeding in 1992: 48%
- 2006: ([www.stat.gouv.qc.ca/publications/sante/allaitement2006\\_pdf\\_an.htm](http://www.stat.gouv.qc.ca/publications/sante/allaitement2006_pdf_an.htm))

	Total	Exclusive
During the hospital stay	81%	52,1%
1 week	79,9%	50,7%
1 month	73,1%	43,5%
2 months	66,7%	35,1%
3 months	61,6%	28,3%
4 months	56,1%	19,7%
5 months	51,3%	9,9%
6 months	46,7%	3,0%

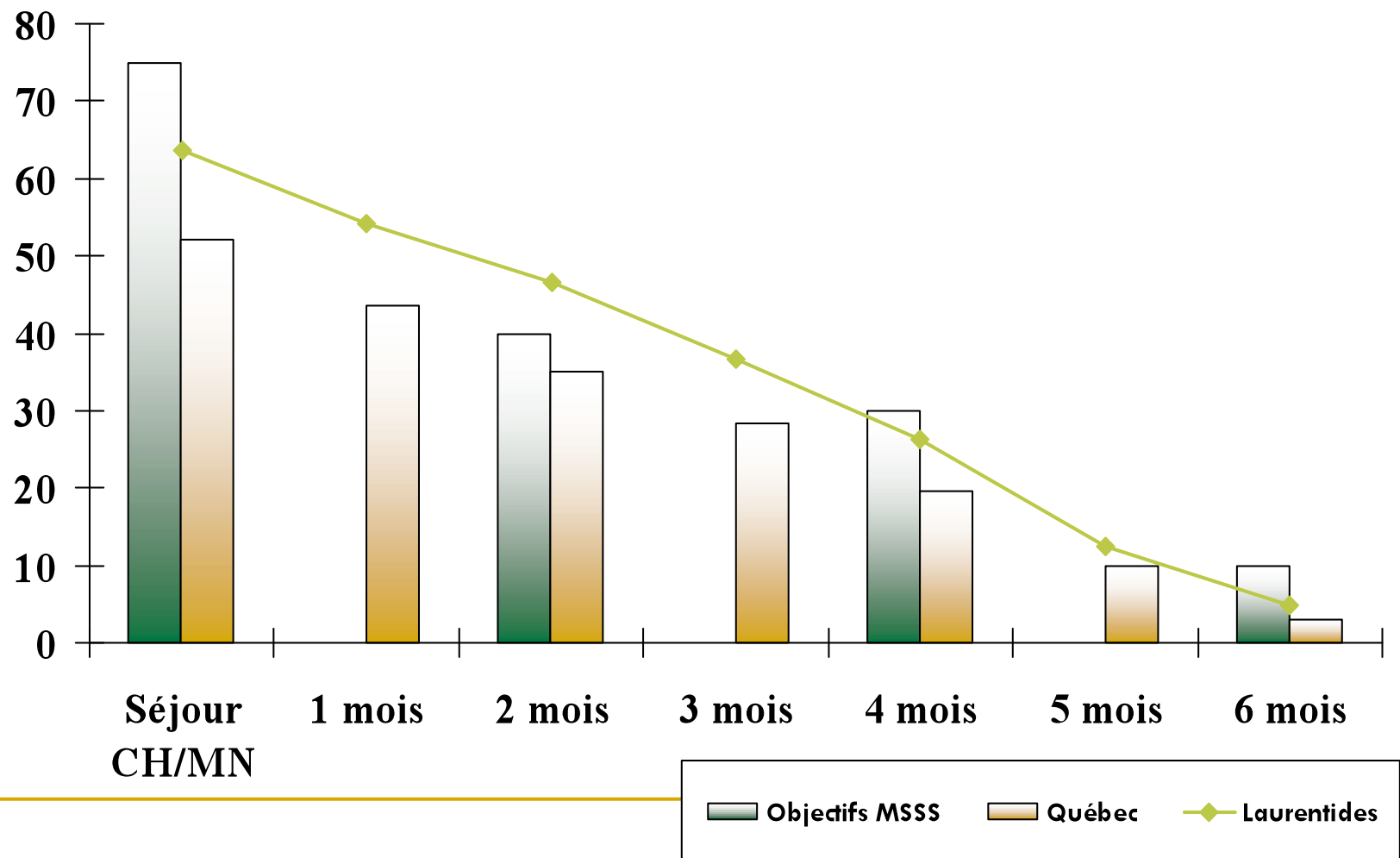
# Total breastfeeding rates: MSSS objectives, Quebec and Laurentians

from ISQ's report (2005-2006)



# Exclusive breastfeeding rates: MSSS objectives, Quebec and Laurentians

from ISQ's report (2005-2006)



---

# BFI accredited facilities in Canada\*

- As of August 30, 2010:
  - 16 hospitals
  - 9 community facilities
  - 3 birthing houses (midwives)

\*data from the BCC

---

---

# BFI accredited facilities in Quebec

- As of August 30, 2010:
    - 9 hospitals
    - 2 CSSS (combined hospital + CLSC)
    - 11 CLSCs (community facilities)
    - 3 birthing houses (midwives)
    - 4-5 official requests
-

---

## BFI accredited facilities in the Laurentians

- As of August 30, 2010:
    - Total: 12 health facilities
    - 2 of 4 hospitals are BFI
    - 3 of 7 CLSCs are BFI
    - 3 official requests (2 for recertification)
    - 4 are planning on requesting assessment this year
    - One (its managers) does not manifest any interest in BFI although the staff is very much « non officially » involved; higher quality of care regardless of BFI
-

---

First Community facility in Canada (2004):  
CLSC Argenteuil (Lachute)

First CSSS in Canada (2009):  
CSSS Des Sommets (Ste-Agathe)

---



---

# Baby-Friendly Initiative

- Quality of care
  - Evidence-based practices
  - Not a recipe
  - Guides the decision-making process
  - To achieve that, you have to know WHY you are intervening, and WHY you are intervening this/that way
-