



**BFI Conference
September 30, 2011**

Bethesda Experience



South Eastman Health
Santé Sud-Est
Partnering with you
En partenariat avec vous

History

First "Baby Friendly Hospital" proposal in May 1996 – with promotion of 10 steps on unit:

- Discontinued all free formula programs earlier.
- Facility Mgr./lactation consultant big influence
- Managers/staff on board.
- Unable to secure funding to support project management/education rollout.
- Breastfeeding Initiative/support remains in place – workshops held & breastfeeding policy established in 2002.
- Maternal/Child repeats BF survey in 2003 (CHA 1997).

History cont'd

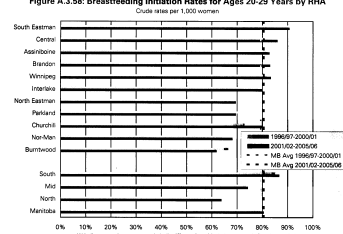
Second "Baby Friendly" proposal in May 2005:

- Linked to Manitoba Health Deliverables 2005/06.
- Unable once again to secure funding to support project implementation and placed on hold.
- Although lots of work done to describe program implementation.
- Several infrastructure changes make it difficult to keep at forefront from 2005 to 2009 (no dedicated staff development, shortage of managers, transition years).
- Baby Friendly initiative "taken off shelf" in 2009 – new management at all levels and educational responsibility assigned to new facility educator.

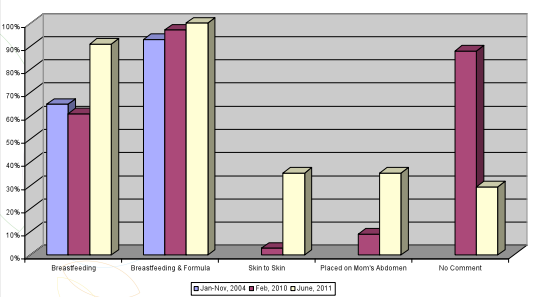
Success

Figure A.3.5B: Breastfeeding Initiation Rates for Ages 20-29 Years by RHA

Crude rates per 1,000 women



Newborn Chart Audits



Success

- Joint initiative with public health to assist with WHO Breastfeeding Course:
 - Presenters: Initially an educator, ward nurse and PHN.
 - Attendees: LBRP nurse, PHN.
 - 4 – one day sessions done Sept. 2010 to Sept. 2011.
 - (some cancelled due to staffing issues).
- Prior to the start of the course: RNAO (2006) Breastfeeding Fundamental Concepts: SLP:
 - Completed by all nursing staff working on the surgical/obstetrics unit.

Challenges

- Staffing issues/Staff turn-over.
- Time restraints -- Other initiatives that take priority
 - Overload on learning
- WHO course cancellations/ in-services with low attendance.

BFI Learning Centre

- Self-Learning Packages developed:
 - Skin to skin
 - Supplementation
- DVDs/handouts/ articles.
- University of Manitoba website handout for 3 hour Multidisciplinary breastfeeding education.
- Lunch & learn staff update.

Advice.....

- Make it a priority for your organization and assign responsibility within your resources.
- Anticipate resistance (change management) and be able to demonstrate benefits and the "why?"
- Repeat, repeat, repeat.....
- Leaders at all levels need to be on board.
- Need a Champion!



Skin-to-Skin

I am so warm!
Is it time to eat?

