



# NORTHERN HEALTH REGION

## Our BFI Journey Using a Parent Survey

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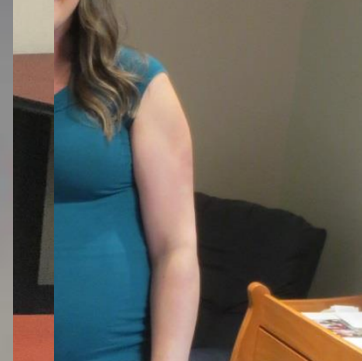
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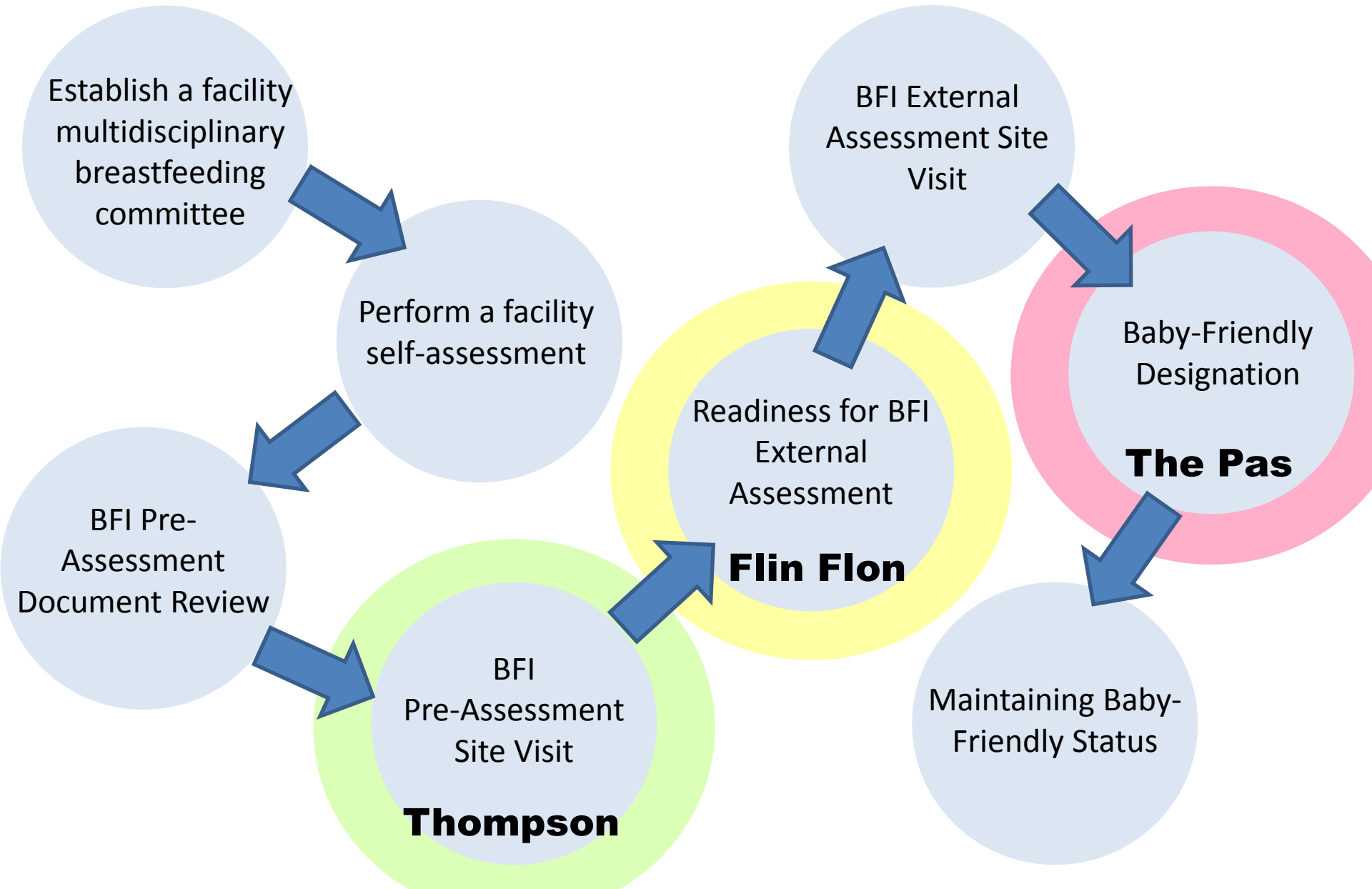


## Outline

- Introduction as to who we are
- Steps to BFI Accreditation
- The Pas, Flin Flon & Thompson
  - Breastfeeding rates, survey, results, conclusions



# Steps to BFI Accreditation





# NORTHERN HEALTH REGION

The Pas Primary Health Centre

Amy Mink, RN, BN & Kerri Lajambe, RN, BN

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# Baby Friendly Timeline

## The Baby Friendly Journey - The Pas Primary Health Care Centre and The Pas Health Complex

1999 - 2000	2001	2002	2003 - 2004	2005 - 2006	2008 - 2010	2010 - 2011
<p><b>BFHI – first provincial meeting</b> in Winnipeg – Nov/99 Bev Hill and Patti Banks attend</p> <p>Provincial teleconference each month with reps from each region to roll out BFI</p> <p><b>First multi-disciplinary BFI committee</b> is formed (CNRC, Maternity ward, Public Health, CPNP)</p> <p><b>First BF Education day</b> – Kathy Hamelin, Clinical Nurse specialist and LC <b>“Supporting Breastfeeding from Day One”</b></p> <p>Review of all BF resources in the community</p> <p>Maternity ward gets rid of pacifiers and formula advertising.</p> <p>Dr. Marianne Ehlers joins the BFI committee</p>	<p>Linda Chartrand from Otineka Health, Kim Izzard from the MMF, and Joanne Wyman from Family Resource Centre join the BFI committee</p> <p>April 4 - the <b>first BF support group</b> is formed – every 2<sup>nd</sup> Wednesday at the Community Nurse Resource Centre (CNRC)</p> <p>Informative letter and BFI information package sent to all physicians</p> <p>Breastfeeding policy on maternity ward is re-written as a draft</p> <p><b>Breastfeeding Week activities</b> – proclamation signed by the mayor and gift pack on maternity ward for BF Moms (which becomes a yearly practice)</p>	<p>Carol Couchie, Registered midwife joins the multi-disciplinary committee</p> <p>Labels with names and phone numbers for BF support in our community placed on back cover of “Caring for Yourself” booklet</p> <p>Letter sent to the newspaper, challenging local businesses to provide a Mom and Baby space</p> <p><b>6 members attend BFI conference</b> in Brandon September 25-26</p> <p><b>New Breastfeeding Policy for Hospital is signed (contains the WHO Code)</b></p>	<p><b>First provincial telehealth Breastfeeding rounds</b></p> <p><b>18 hour BF course</b> taught over 2 days by Aline Smith, Patti Banks (PHN’s), and Maxine Meadows, RD</p> <p>Written proposal to Senior Management re: need for a Lactation Consultant</p> <p>Promotion of BF week activities – radio and newspaper</p> <p>Penny Lacey and Terri O’Rourke applying for LC exam</p>	<p><b>Breastfeeding Photo contest</b> launched during BF week 2005</p> <p>Physicians received information on “10 steps to a Baby Friendly office”</p> <p>Kathy Hamelin comes to the region “Best Practices in Breastfeeding” May 2006</p> <p>Patti Banks participates in panel discussion at BFI annual conference September 2006</p> <p>The Pas Library brings in children’s books that depict breastfeeding moms (as part of BF week activities)</p>	<p>Darlene Jackson and Patti Banks participate in <b>MB Health BFI working group</b></p> <p><b>Baby’s Best Chance</b> books to be made available to all prenatal mothers</p> <p><b>Facebook page for BF support</b> created by Tracy Kirkness from Best Beginnings</p> <p>Skin-to-skin posters go up on Maternity ward – <b>all blood draws/exams</b> will be done at the bedside</p> <p>Knitted breasts for teaching hand expression</p> <p><b>First Quintessence BF challenge</b> held fall 2009</p> <p><b>BF data collection</b> begins on Maternity ward - 2008</p> <p><b>LATCH-R tool</b> adopted</p> <p><b>Mock Assessment</b> – Maternity ward <b>Oct 2009</b> with assessor <b>Kathy Venter</b></p> <p><b>Teaching Record</b> on Maternity ward changed to reflect Baby’s Best Chance Jan/2010</p> <p>Nurses from the region attend the “train the trainer” session – <b>20 Hour BF WHO course</b> Feb/10</p>	<p>Darlene Jackson and Patti Banks present a Funding Proposal for Achieving BFI designation to Senior management Jan/2010 – <b>Approved!</b></p> <p><b>New Breastfeeding Policy</b> for Obstetrics is signed by CEO January 2010</p> <p><b>Participation certificate and contract for BFI Pre-assessment</b> – TPHC Mar/2010</p> <p><b>Document Review</b> – TPHC <b>May/2010</b></p> <p><b>Decanting formula</b> on Maternity ward – Nov/2010</p> <p><b>BF stats collection tool for PHCC</b> – 2010 – <b>letter of intent</b> written to BCC</p> <p><b>Amy Mink PHN joins BF committee</b> <b>Jan 2011</b></p> <p><b>Pre-assessment Maternity ward and Mock Assessment PHCC</b> with assessor Marina Green Oct/11</p> <p>Amy takes on the <b>BFI rolling Cart</b> – September 2011</p>
						



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# Baby Friendly Timeline

The Journey continues!

2012

2013

2014

More of 2014

2015

Beatrice Wilson Health Centre nurses join committee

PHN's attempt to set up prenatal lunch/information for Moms awaiting confinement

**TPHC begins purchasing formula** Jan/2012

**Amy Mink** takes over from Patti Banks as **Chairperson** of the Pas and Area BF committee

**BF Policy for Community** (replaces previous 7-step plan) in draft

Louise Spence RD joins the committee

**Linda Romphf and Susan Waters-Larocque** visit The Pas April/2012 to present "Skin-to-skin: Establishing Long-term Connections and Baby Friendly: the Road to Connection"

**May 30/2012** amalgamation of **NOR-MAN and Burntwood Health regions**

**The Pas Primary Health Care Centre** receives **Certificate of Participation** Oct/2012

Dr. Andora Jackson, Obstetrician agrees to join The Pas and Area BF committee – **name change to The Pas/OCN BF committee**

Carla Masters, Pharmacist agrees to join the committee

**BFI Staff Orientation Module** created and added to LIME

**Breastfeeding Walk** "Breastfeeding Puts Diabetes on the Run" September 27/2013

Manitoba Breastfeeding Strategy released by Health Minister Teresa Oswald Sept/2013

The **Primary Health Care Centre** prepares to submit the **Document Binder** as part of the **BFI pre-assessment**

**Northern Regional Breastfeeding committee is formed Dec/13**



**Document review** report is received from Kathy Venter Jan/14

**The Regional BF Policy for Hospital and Community** is approved and signed May 2014

The **NHR Workplace BF policy** is approved and signed

**Pre-assessment site visit - PHCC** July 24 with Kathy Venter

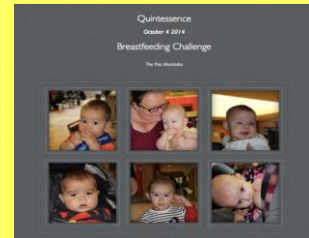
**Amy Mink and Patti Banks present at the annual BFI Workshop** in Winnipeg September 19, 2014.



The **second annual Breastfeeding Walk** begins at the Beatrice Wilson Health Centre and ends at the PHCC.

**Quintessence BF challenge** at the Otineka Mall October 4

In November a regional committee begins to compile information for the **NRHA website**



Manitoba BF rounds includes a presentation for physicians by Dr. Elske Hildes-Ripstein "BF: Best Practices – what every physician needs to know"

The **NHR website information** for families (prenatal, pregnancy, BF and child safety) is up and running! April

**External Assessment for BFI accreditation** June 24-26 with Kathy Venter and Marg LaSalle



September 18, 2015 - The Pas Primary Health Care Centre receives a plaque for achieving **Baby Friendly Designation**



October 01, 2015 the Province announces The Pas Primary Health Centre as first community health service to receive the Baby Friendly Initiative designation

November 20, 2016 The Pas Celebrates!

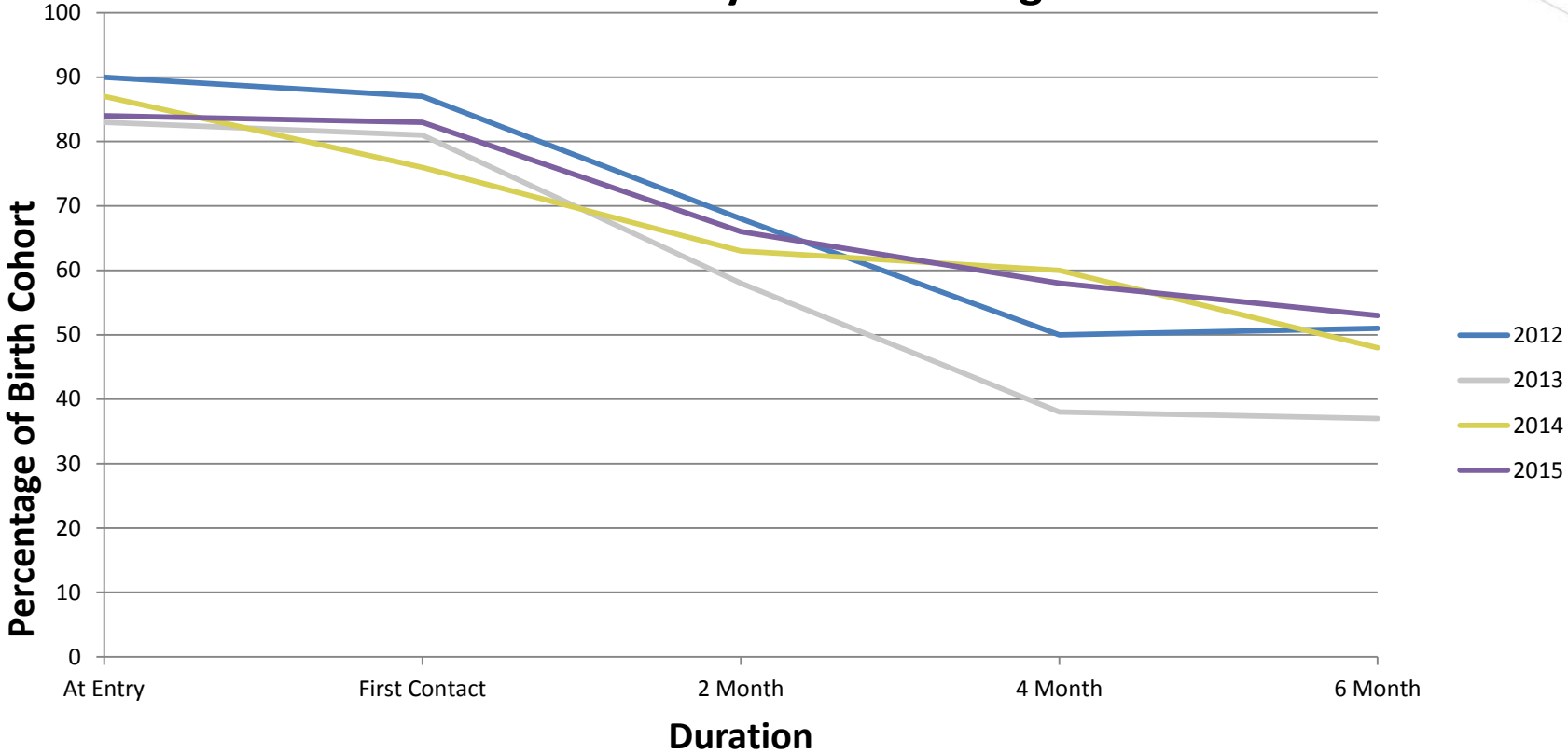




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# Breastfeeding Rates

**The Pas PHC Any Breastfeeding Rates**



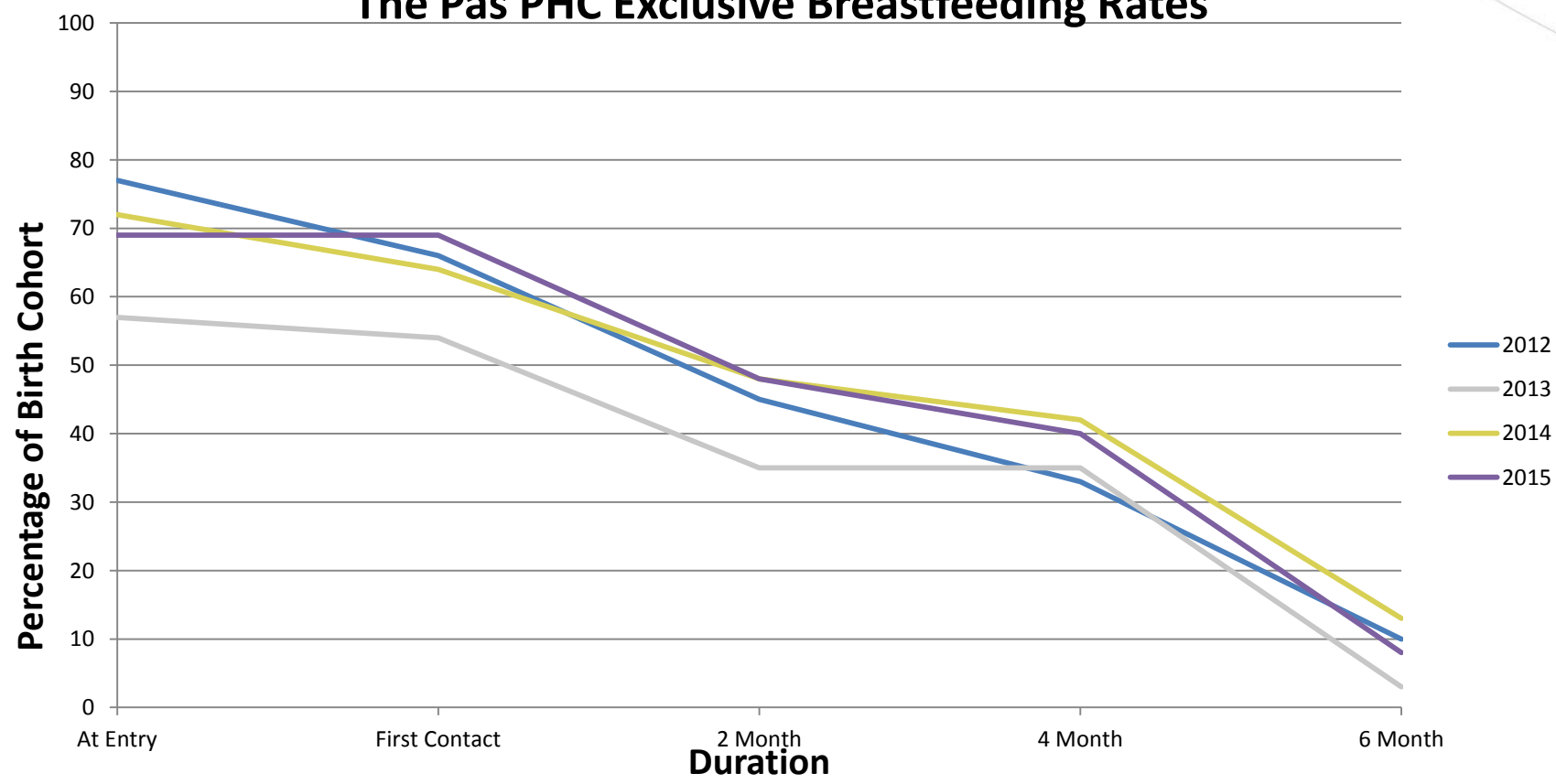




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# Breastfeeding Rates

**The Pas PHC Exclusive Breastfeeding Rates**





## **Our Pre-assessment Survey**

- Created based on the *BCC Integrated Ten Steps Practice Outcome Indicators May 2012*
- Informal Mini Survey
- 10 questions (policy, and post- natal care)
- Parents were surveyed at Child Health Clinics
- Surveys were conducted for 2 months: July & Aug 2013



## **Our Survey Results (highlights)**

- 50% of mothers reported being aware that there is a Breastfeeding Policy.
- 100% of mothers agree that they were taught how to effectively latch and position their babies and confirmed an effective transition from hospital to community.
- 75% of mothers agree that they were taught how to hand express and store breastmilk appropriately; report that they live in a community that supports a positive breastfeeding culture.



## **Our Survey Results (highlights)**

- 88% of mothers are aware of exclusive breastfeeding for six months and the appropriate introduction of complimentary foods.
- 50% of mothers who made an informed decision to formula feed report being taught to safely prepare, store and feed the appropriate volumes.



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## Where we went from there...


- Breastfeeding Policy
- Staff Education
- NRHA Website
- Feeding Plans
- Skin to skin
- Breastfeeding Space





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## External Assessment Report Survey

- Created in response to the BCC final Baby Friendly Initiative (BFI) Assessment Report for The Pas Primary Health Care Centre.
- An informal survey with a target population was used to evaluate the goals identified in the Strategic Plan and ensure that goals are being met.
- Target population: families who had babies born within the three months prior to conducting the surveys and either formula fed, mix fed or supplemented with formula.
- Phone call evaluations were conducted in November 2015 and March 2016.
- 10 questions (non-breastfeeding, mixed feeding, pacifiers, and breastfeeding/skin to skin during painful procedures)

## Where we went from there...

- Pacifiers/soothers & artificial nipples
  - A revision of the Obstetrical Teaching Record and Postpartum Database
  - Pacifier/Soother Education
- Safe infant formula preparation
  - Revisions to the Postpartum Nursing Database
  - Changes to the Child Health Clinic Assessment Form
  - Infant Formula Education
- Supplementation
- Skin to skin during immunizations





## **Our Survey Results (highlights)**

- 78% of mothers reported that a nurse explained how to safely prepare formula in hospital or at home.
- 67% of mothers reported having the MB Health ‘Infant Formula with Iron’ pamphlet reviewed with them.
- 83% of mothers report they are aware of cue-based feeding.



## **Our Survey Results (highlights)**

- 64% of mothers who were breastfeeding and supplementing with formula report discussing the method of supplementation least likely to affect breastfeeding and breastfeeding success.
- 83% of mothers reported that the risks of soothers/soother safety were discussed with them.
- 94% of mothers are aware that breastfeeding or skin-to-skin during painful procedures will reduce pain.



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## Moving Forward....

