



Baby-Friendly Initiative
WOOD BUFFALO

Report to the Community

2019

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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.



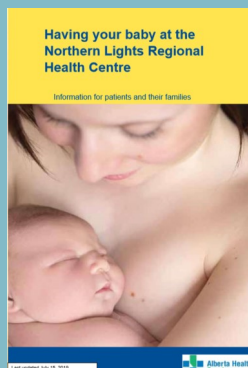
Background

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.

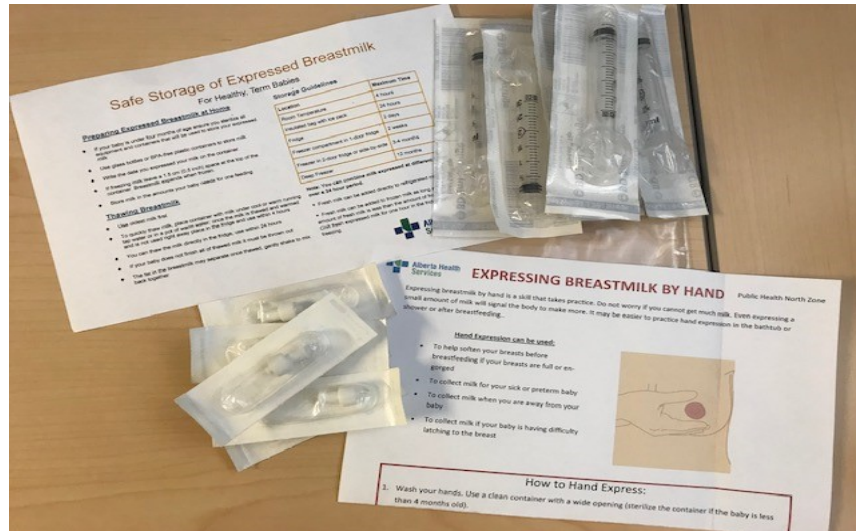
2019 Highlights

- BFI Wood Buffalo participated in its seventh annual Quintessence Breastfeeding Challenge on September 28, 2019. We had 38 moms and 38 latching babies/ children from ages 6 weeks to 3 years.
- Colostrum expression kits are now available at Public Health and the NST unit at NLRHC. Pregnant woman gestation 37 weeks+ are encouraged to speak with a Health Care professional regarding the use of these kits to express and store colostrum prior to babe's delivery.
- The Baby Café offered support to pregnant woman and their families one day per week at The Hub in 2019
- An updated canvas outlining FMCHS commitment to families related to Baby-Friendly practices has been posted within the FMCHS unit for public to review. There is also a canvas summarizing the World Health Organization's (WHO) code and Public Health's commitment to comply with same.
- Fort McMurray Community Public health will be having a pre-assessment site visit from the BCC-BFI Assessors. early in the new year.
- Jodine Chase, co-founder of Safely-Fed Canada came to Fort McMurray Public Health to educate the staff on The WHO International Code of Marketing of Breast-milk Substitutes.
- You may have spotted one of our 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 McMurray International Airport, Wood Buffalo Regional Library, Yogun Fruz and the NLRHC.
- "Having your Baby at Northern Lights Regional Health Centre (NLRHC)" is a new local resource created to give families an idea of what delivering at the NLRHC would be like and what supports are available before and after. This resource is available in print at some physician offices or online at:
<https://www.albertahealthservices.ca/assets/hospitals/nlrhc/nlrhc-having-your-baby.pdf>



2019 Highlights in Pictures

Colostrum Expression Kits



Quintessence Breastfeeding Challenge Events



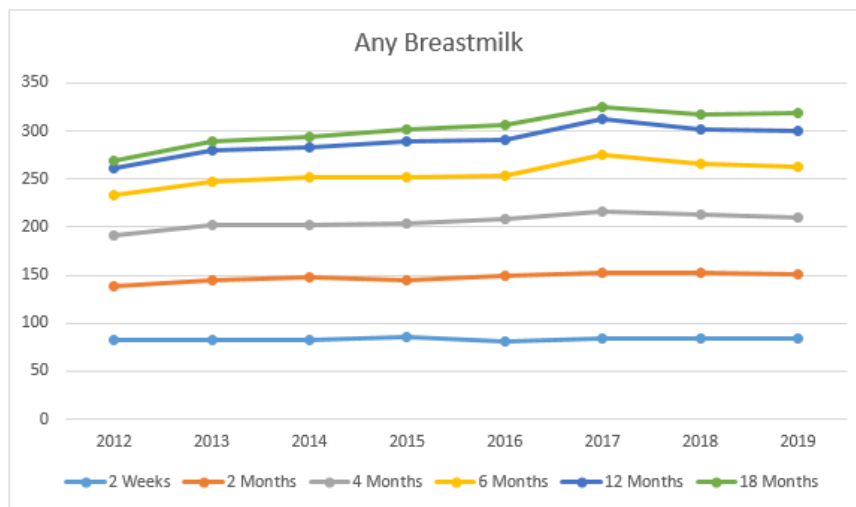
Performance Measurement

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% 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.



	2012	2013	2014	2015	2016	2017	2018	2019
2 Weeks	82.26	82.82	82.65	85.5	80.32	83.7	84.8	84.17
2 Months	55.94	61.68	64.45	58.51	69.31	68.9	67.7	66.8
4 Months	52.61	58.08	55.47	59.01	59.54	63.7	61.3	59.8
6 Months	42.74	45.51	49.11	49.48	45.1	59.1	51.8	52.01
12 Months	27.81	31.27	31.91	36.42	36	37.6	36.5	37.44
18 Months	8.22	9.73	10.47	12.2	15.6	11.7	15	18.07

An improvement in "any" breastfeeding is noted for all age groups since 2012.

Performance Measurement

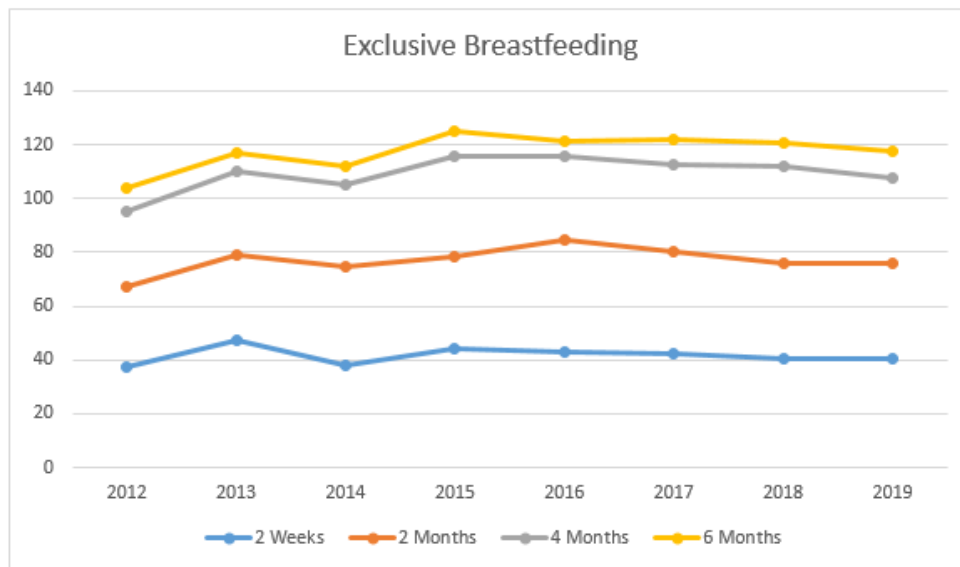


Chart in Microsoft Word										
	A	B	C	D	E	F	G	H	I	
1		2012	2013	2014	2015	2016	2017	2018	2019	
2	2 Weeks	37.4	47.1	37.8	44.1	42.9	42.1	40.4	40.5	
3	2 Months	30	31.8	36.7	34.4	41.51	37.9	35.4	35.6	
4	4 Months	27.6	31.5	30.56	37.3	31.25	32.8	35.9	31.8	
5	6 Months	8.9	6.7	7.12	9.1	5.88	9	9	9.6	
6										
7										

Comparatively since 2012 we have seen improvements in exclusivity rates.

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?

- Engage our community physicians by providing education specifically tailored to their learning needs.
- Increase the amount of information given to families prenatally by working with physician offices to offer infant feeding support.
- 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*.
- 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 fall 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 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. While the goal of Baby Friendly designation has not yet been reached, the program has built a sturdy foundation for maternal child care and infant feeding in Wood Buffalo.

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."

