



Building Community Capacity Through Breastfeeding Research

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Breastfeeding in Niagara

- 12 municipalities
- 4 birthing hospitals
- 3809 births
- 75% breastfeeding rate



Community Collaboration



Building Community Capacity

- Identify leadership
- Identify current resources
- Develop action plan
- Mobilize community



RNAO BEST PRACTICE GUIDELINES

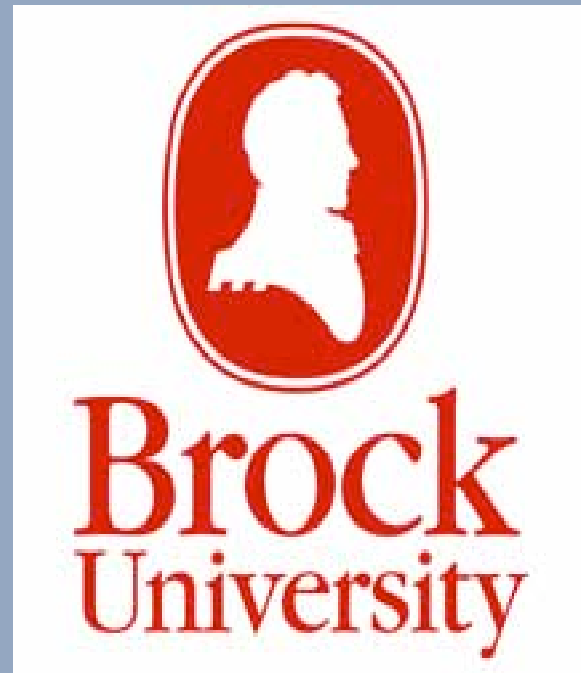
Nurses endorse the Baby Friendly Hospital Initiative



Breastfeeding Working Group

Breastfeeding Research

- Pre-implementation surveys
 - Public Health Nurses
 - Breastfeeding Mothers



Methods

- Survey of nurses attending a program meeting prior to roll-out of the BPG implementation activities
- n = 28 of 35 (80%) nurses in the Healthy Babies Healthy Children Program

Questionnaire

- 29 item questionnaire including:
- Familiarity with Breastfeeding BPG
- Attitudes, knowledge, expertise, confidence, and current practices related to BPG practice recommendations
- Requests for continuing education

Familiarity with BPG

- Most reported very little to some familiarity with the BPG
- Unsure about specific content
- Most knew it contains:
 - Recommendations for advocacy for breastfeeding friendly environments (79%)
 - Nurses should provide education to childbearing families to support informed decisions about breastfeeding (75%)

Endorse Baby-Friendly™ Hospital Initiative

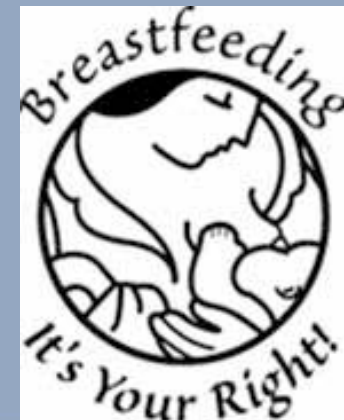
- Recalled between 2 and 8 of the “Ten Steps to Successful Breastfeeding”
- Most likely to recall precautions against supplementing or use of pacifiers (61%)
- Less likely to recall steps related to support and guidance (28% to 36%)
- Least likely to recall policy recommendations (4% & 14%)

Nurses have a role in advocating for breastfeeding friendly environments



Breastfeeding Challenge

Raising awareness of Women's rights

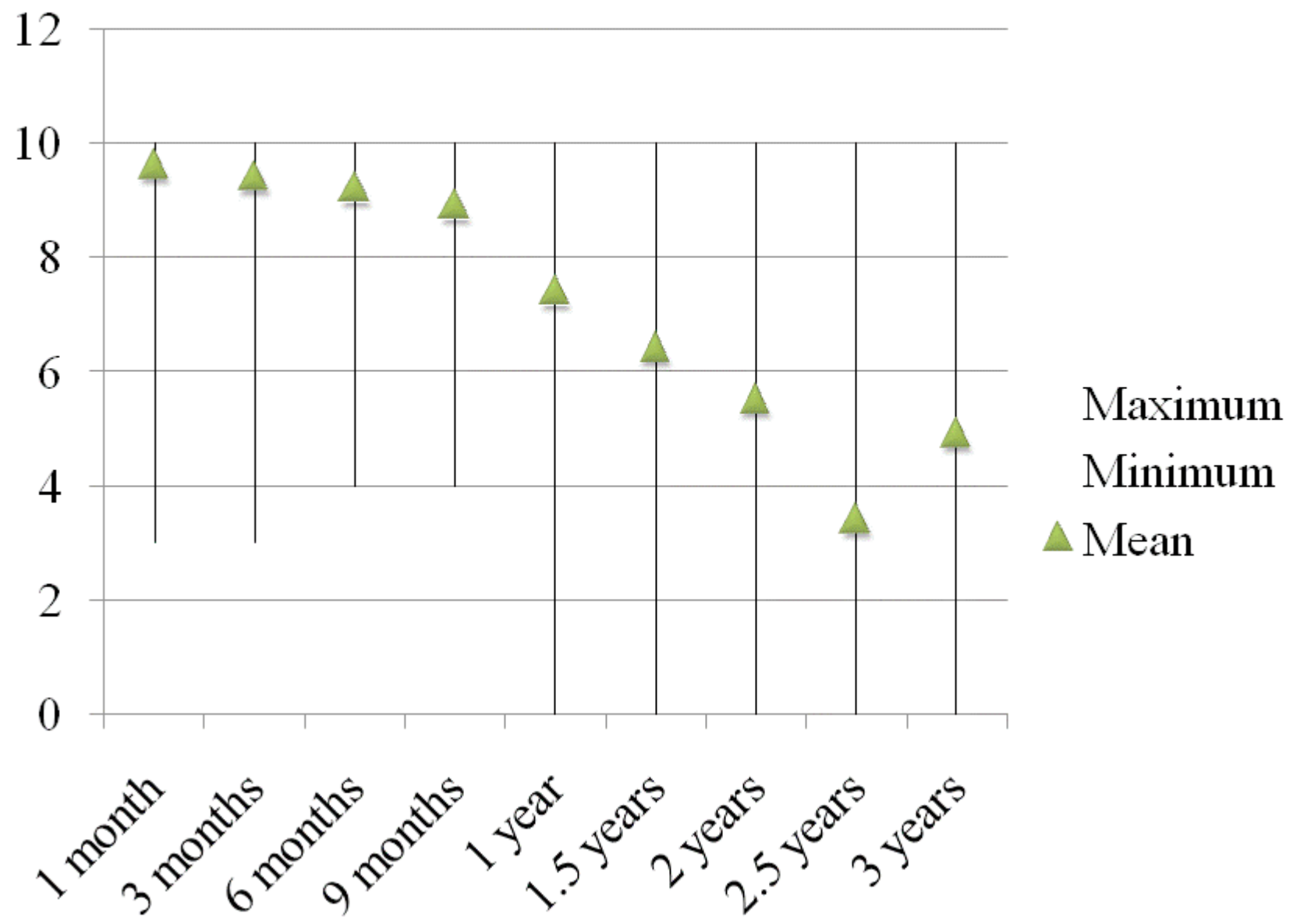


WHO Recommendation

- Exclusive breastfeeding for six months
- Breastfeeding for up to two years and beyond

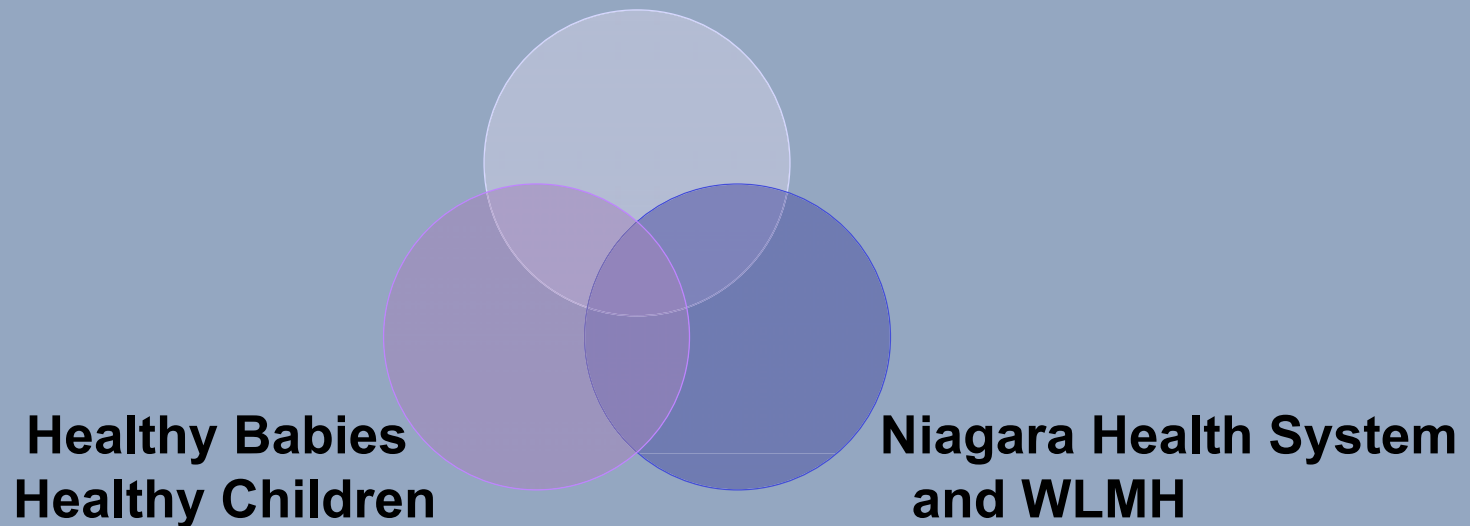


Nurses' Beliefs That a Woman Should Breastfeed by Child's Age

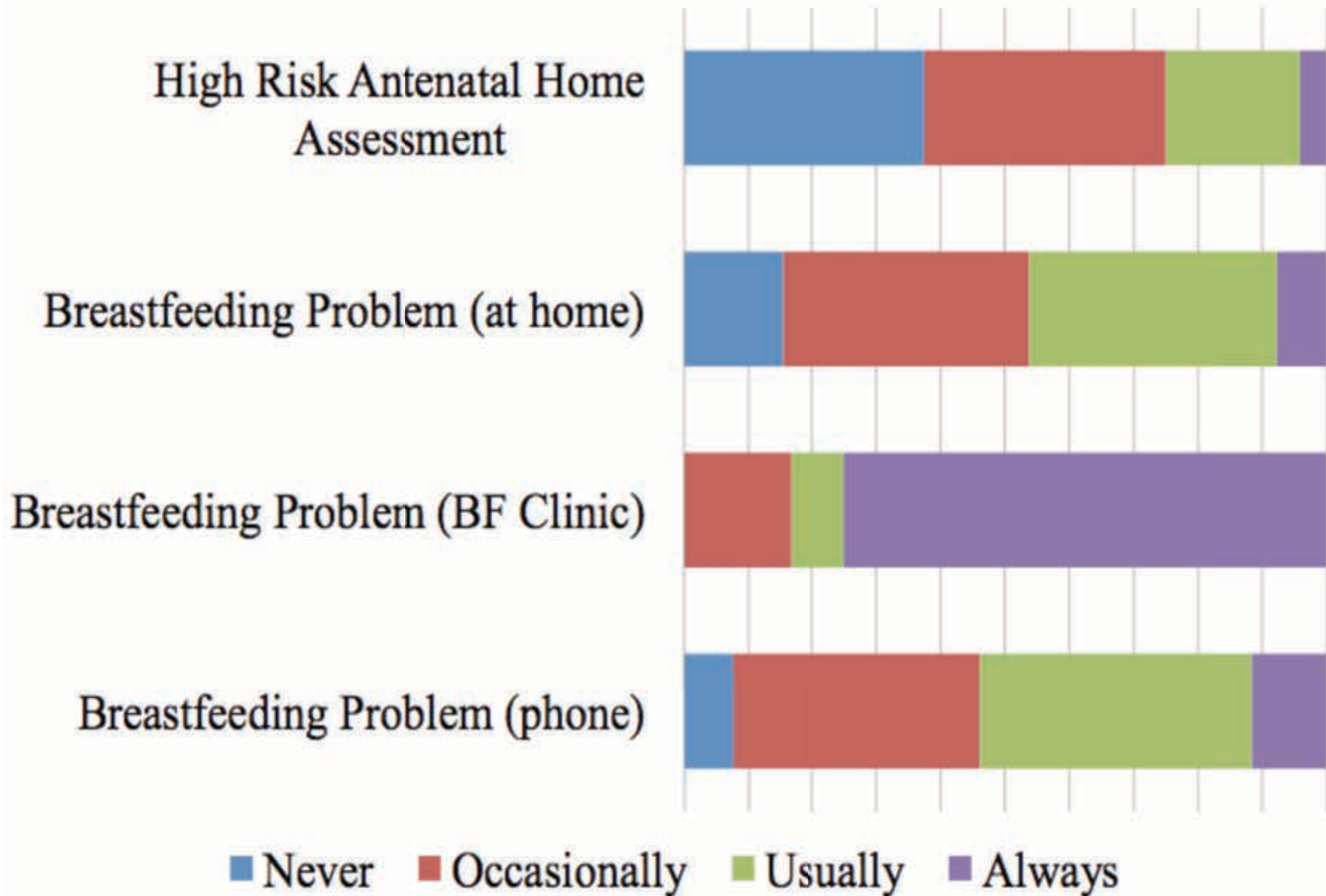


Exclusive breastfeeding to six months

Reproductive Health

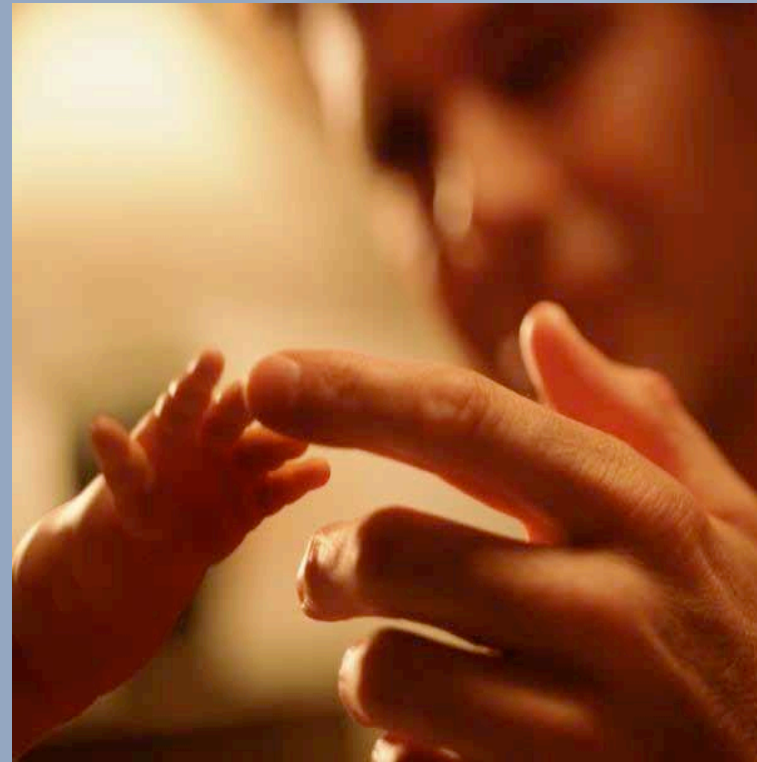


Use of Assessment Tool

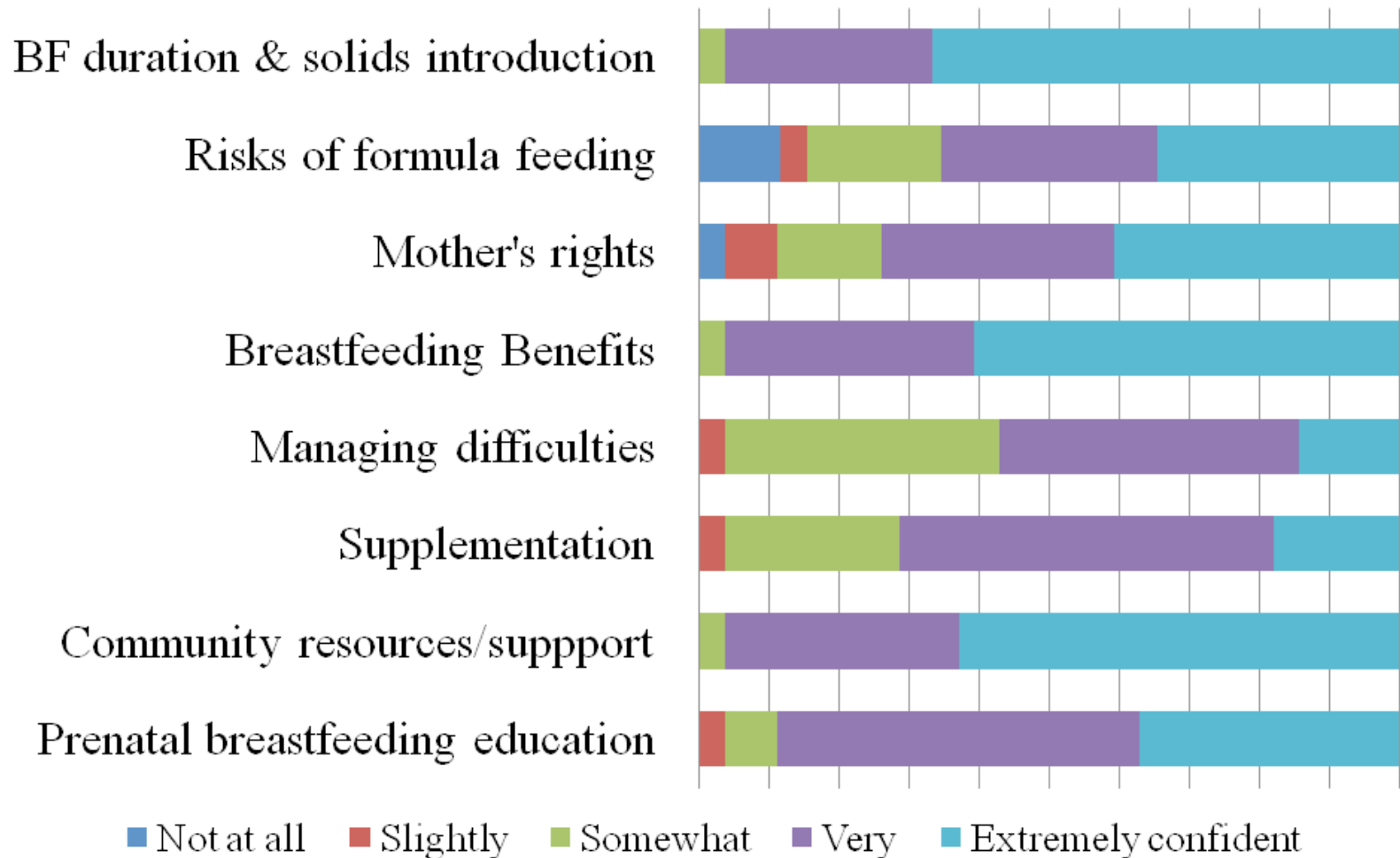


Comprehensive assessment prenatally and postnatally

- Breastfeeding workshops
- Education to nurses



Confidence Re: Providing Current Evidence-Based Information



Education to couples during the childbearing age

A close-up photograph of a baby breastfeeding, framed in a yellow border. The baby has blue eyes and is looking towards the camera.

Choose Breastfeeding...
with confidence!

Know what to expect;
Plan ahead

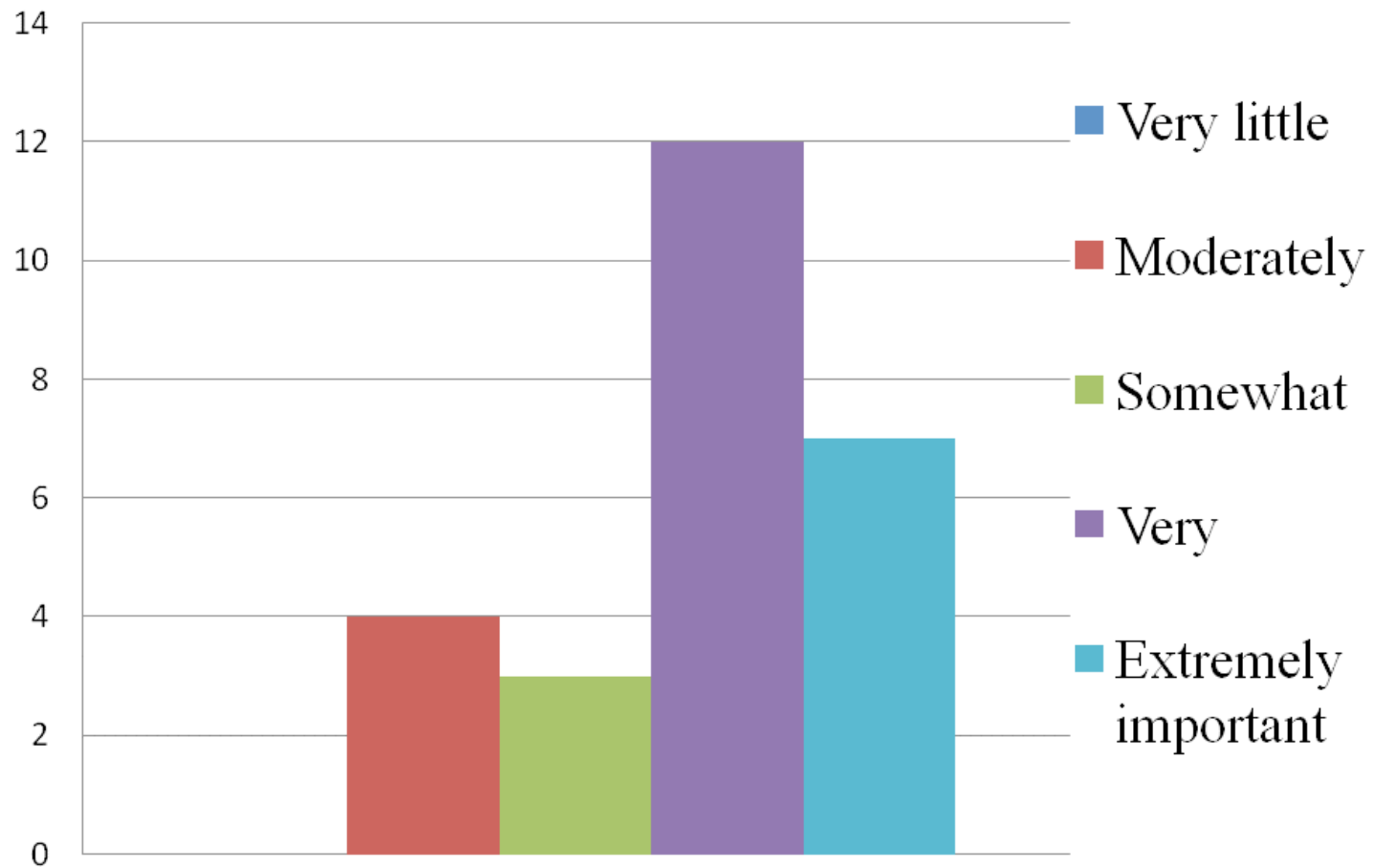


RNOA Registered Nurses' Association of Ontario
L'Association des infirmières et infirmiers
autorisés de l'Ontario

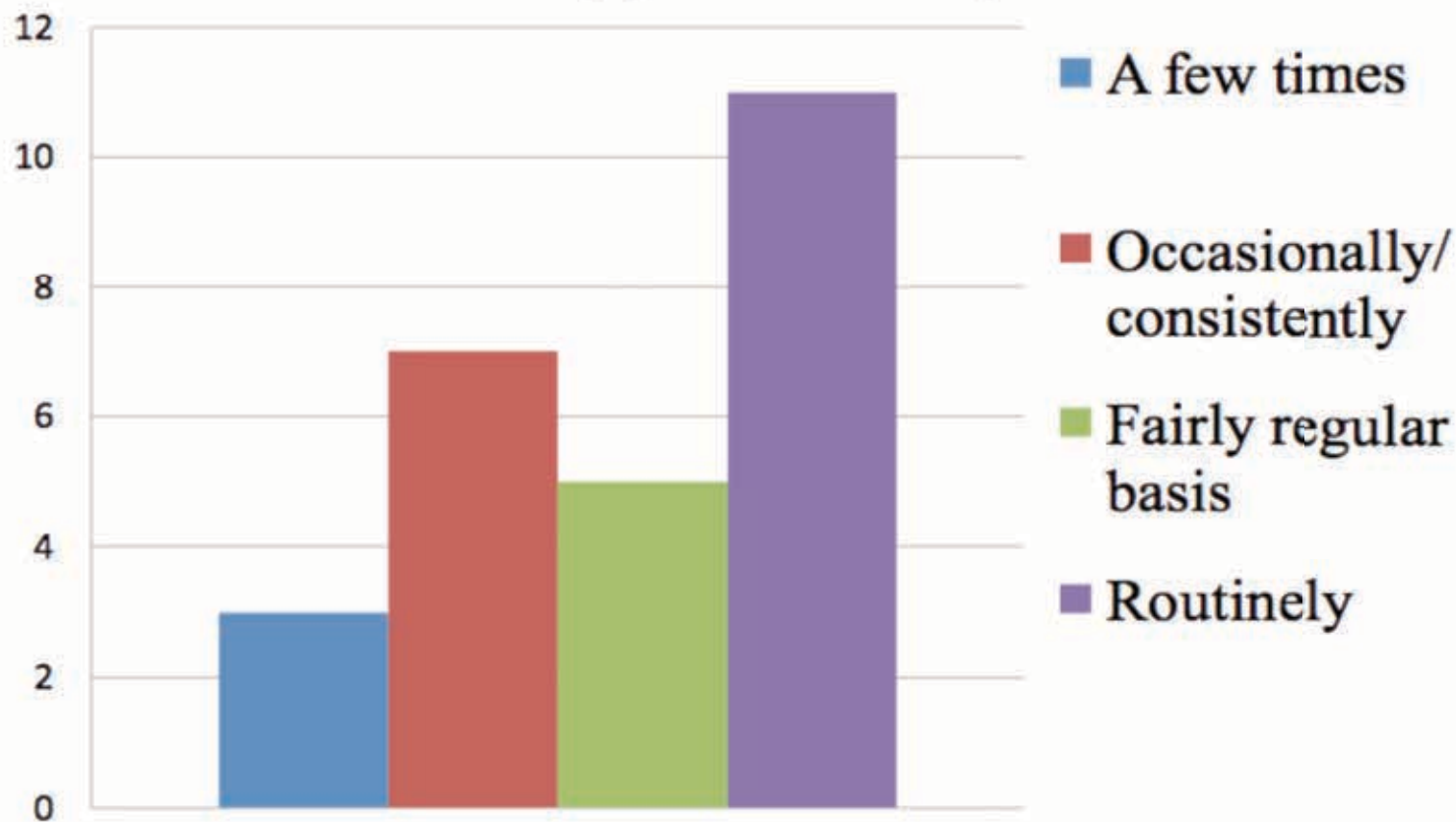


Niagara Region
PUBLIC HEALTH

How Important is a Peer Support Program?



How Often Do You Provide Information About Breastfeeding Support Groups?



Peer Support



Strengthen collaboration with La Leche League

Mandatory Breastfeeding Education



- ✓ Breastfeeding in the 1st hour Welcome Baby Softly
- ✓ E-Learning
- ✓ 20 hour Breastfeeding course
- ✓ Mother Support: Going for the Gold.
Everyone Wins When Baby Breastfeeds
- ✓ RNAO Best Practice Guidelines
- ✓ Baby Friendly Initiative

Baby Friendly Hospital and Community Initiative

- Resource Development
- Collaborative process
- Physician champion
- Aiming to achieve designation



Outcomes

- Resource Development
- Improved Knowledge
- Change in health care practice
- Improved breastfeeding outcomes



