



TWO RIVERS

Family Health Team



Applying
The Baby Friendly Initiative in a
Broader Context

Objectives

The learner will be able to:

- Have a basic understanding of a Family Health Team design
- Identify how BFI can be successfully implemented in a FHT
- Understand that application of BFI in a broader context can help to build capacity, and strengthen health services in Ontario

Outline

- What is a Family Health Team (FHT)
- How does BFI fit in a FHT
- Concomitant effects of the project
- Vision for the future

What is a Family Health Team?

- PRIMARY CARE: disease management and prevention, disease cure, palliative care and health promotion.
- PRIMARY HEALTH CARE APPROACH: different health care providers to co-ordinate the highest possible quality of care for the patient
- Comprised of an interdisciplinary team with defined roles and responsibilities, with integrated health promotion and disease prevention.

Family Health Teams



- Family Health Teams in Ontario have a delivery system design which focuses on prevention, improved access, continuity of care and flow through the system.

Team Members

- Physicians, Nurse Practitioners, Nurses, Dietitians, Pharmacists, Social Workers, Medical Office Assistants, Administrative Support Staff...
- Each Team determines priority health promotion and disease prevention activities appropriate for their particular patient population

Capacity of a Family Health Team to respond to community needs

We can:

- Identify gaps in community services
- Develop an inventory of health care resources offered in the community
- Focus on developing promotion and prevention programs to address gaps, without duplication of service

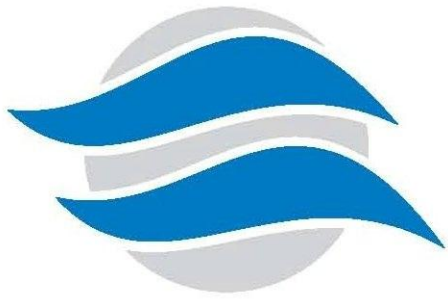
Service gaps in Cambridge and the beginning of our BFI journey



June 2009



- CMH financial restraints
- Closure of Breastfeeding Clinic
- Dismissal of Lactation Consultants
- Prenatal Breastfeeding Class cancelled



TWO RIVERS

Family Health Team

Response to Community need included:

- Hiring of a Two Rivers Lactation Consultant
- Opening a new Community Breastfeeding Clinic for patients of Two Rivers
- Developing Introduction of Solids Class to support continued breastfeeding

Breastfeeding Clinic and Classes

Breastfeeding Support

Breastfeeding support available Tuesdays and Thursdays Hespeler Medical Clinic Annex Unit 15

To book an appointment call Shelley at 519-629-4615 ext 271



Introduction to Solids Class

Meet with a Board Certified Lactation Consultant And A Dietician

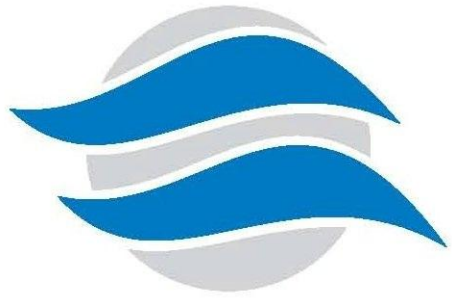
Learn about introducing healthy complementary food to your new baby



519-629-4615 ext 271

Classes held monthly at the ANNEX





TWO RIVERS

Family Health Team

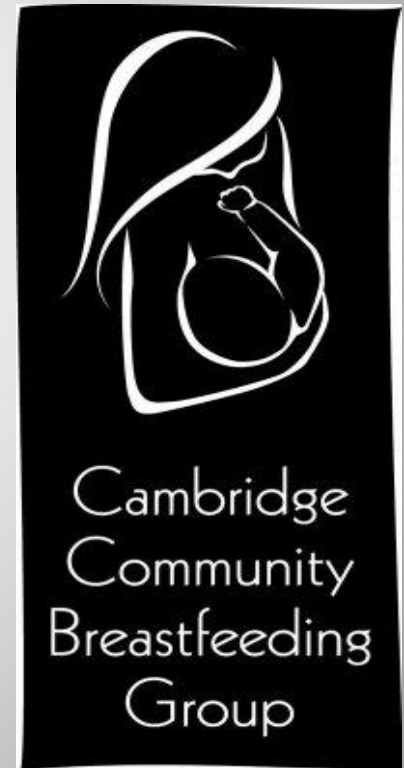
- Partnering with CMH to continue to teach the Prenatal breastfeeding class to all families
- Networking with current community supports to provide a variety of services

Prenatal Breastfeeding Class



Breastfeeding Peer Support

- Cambridge Community Breastfeeding Group
- Breastfeeding Buddies
- La Leche League



BFI aligns with philosophies integral to a Family Health Team

- Designed to increase initiation, exclusivity and duration of breastfeeding with the intent to prevent long-term chronic disease, and promote health.
- Primary prevention activity
- Recommended by the WHO and OBC



Baby Friendly Initiative

- Hospitals, Public Health Units and Community Health Centers are eligible for designation
- Family Health Teams are a relatively new health care organization
- Currently there is no official designation for Baby Friendly in a Family Health Team
- There are 200 Family Health Teams in Ontario

The Journey



TWO RIVERS
Family Health Team



BABY FRIENDLY INITIATIVE



OUR COMMITMENT TO YOU

We promote, protect and support breastfeeding with a written breastfeeding policy. We train all staff in this policy. We teach pregnant mothers about the benefits of breastfeeding. We support exclusive breastfeeding for 6 months, with the introduction of nutrient dense complementary foods, and continued breastfeeding for up to 2 years and beyond. We provide a welcoming atmosphere to breastfeed, and support breastfeeding within our Family Health Team and our Community.

Steps in the process

Policy developed using integrated 10 steps

Educational Sessions for all staff

Developed “evaluation” tool—video testimonials

Roll out of BFI during World Breastfeeding Week

Compliance with the Code all sites

Review at Staff Retreat—aired video commercial

Build upon the initiative



TWO RIVERS Family Health Team

AUG/SEPT 2010



LUNCH 'N LEARN

- | | |
|---------|-------------------------|
| AUG 18 | FORBES CLINIC |
| | 12-1pm |
| AUG 25 | HEALTH LINK |
| | 12:15-1pm |
| SEPT 8 | HESPELER MEDICAL CLINIC |
| | 12-1pm |
| SEPT 15 | HESPELER MEDIAL CLINIC |
| | 12-1pm |



BABY FRIENDLY INITIATIVE

Corporate Strategy to implement the Baby Friendly Initiative at Two Rivers Family Health Team is designed to increase exclusivity and duration rates of breastfeeding, with the intent to prevent long-term chronic disease, and promote health.

Join your colleagues for lunch, and learn about our new Breastfeeding Policy. Everyone welcome, and ALL STAFF are encouraged to attend to make this initiative a success.

LUNCH IS PROVIDED

World Breastfeeding Week coming October 1st-7th 2010
Celebrate this week with the Launch of the BFI

Roll Out during World Breastfeeding Week



Ontario Health Quality Council 2010 Report

- By implementing the BFI in our FHT we are in alignment with health priorities as identified in the Quality Monitor Report, addressing low breastfeeding rates

Cambridge Community Breastfeeding Group

Measuring tapes

The Cambridge Community Breastfeeding Group

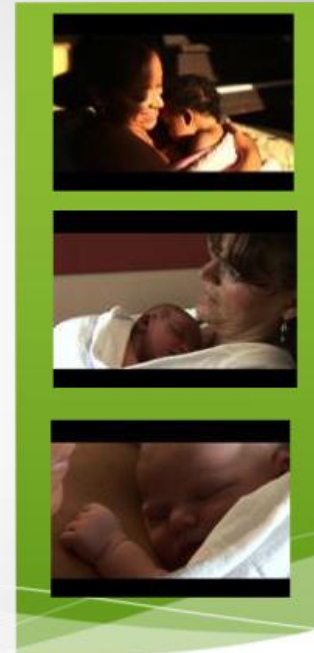
Have generously donated these measuring tapes in support of the Code of Marketing Breast milk substitutes.

Please distribute to moms for a keepsake of Babies first weight and measurement.



CMH supports, promotes and protects breastfeeding through the RNAO Breastfeeding Best Practice Guidelines

These Guidelines are based on the Ten Steps to Successful Breastfeeding



Community Collaboration

Breastfeeding Friendly

Cambridge Memorial Hospital has implemented the RNAO Breastfeeding Best Practice Guidelines based on the Ten Steps to Successful Breastfeeding.



Ten Steps To Successful Breastfeeding

1. Have a written policy that is routinely communicated to all health care staff
2. Train all staff in the Skills necessary to implement this policy
3. Inform all pregnant women about the benefits of breastfeeding
4. Help mothers initiate breastfeeding within an hour after birth
5. Show mothers how to breastfeed, and how to maintain lactation if they should be separated from their infants
6. Give newborn infants no food or drink other than breastmilk unless medically indicated.
7. Practice rooming in-allow mothers and infants to remain together 24 hours a day
8. Encourage breastfeeding on demand
9. Give no artificial teats or pacifiers (also know as dummies or soothers) to breastfed infants
10. Foster the establishment of breast-feeding support groups and refer mothers to them on discharge from hospital or clinic.

Celebrating Innovations in Health Care EXPO



Ontario Breastfeeding Committee BFI Resource Team



Concomitant Effects of the Pilot Project

- Physicians Forum
- Chosen to present at the “Celebrating Innovations in Health Care EXPO” Category: Evidence Based Practice
- Video displayed at the BCC website
- Presenting at the AFHTO Conference in October

Ministry of Health Promotion

“Our first priority will be our children and youth. Behavior and attitudes developed in childhood last the rest of our lives. Healthy active children become healthy active adults. We will build a generation of healthier Ontarians.”

BFI helps grow healthy Ontarians

