Panel – BFI Provincial and Territorial Highlights
BFI Coordinators for each Health Authority (2)
Vitalité: Lactation Consultant Support in Hospital and Municipal policies
Horizon: Development of an online tool to complete BFI Self-Assessment
Contact Information

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Nova Scotia highlights

2017 BFI Symposium
Nova Scotia Provincial Breastfeeding Policy
Moving from Government to Health Authorities

• Provincial Breastfeeding Policy held within government for 12+ years
• Change in health system structure resulted in:
  • provincial policy moving to Nova Scotia Health Authority (NSHA) and IWK Health Centre
  • Operational policies move from 9 former District Health Authorities and IWK to provincial operational policies
• Need for consistency across the NSHA and IWK to align policies as well as for reduction of the number of BF policies across the health system
• Need to identify gaps in operational policies to support infant feeding
Nova Scotia Provincial Breastfeeding Policy
Moving from Government to Health Authorities

• Policy scan
  • 70 existing breastfeeding and breastfeeding related policies
  • Categorized under BCC 10 Steps
  • Findings:
    • Recently developed evidence based policies than can be adapted as provincial operational policy (eg skin to skin)
    • Content gaps
    • Redundant and obsolete policies
• Align with accreditation requirements
• Align and support over arching Provincial Breastfeeding Policy
• Some immediate work and recognize it will be a multi year process to complete all revisions
BFI Self Assessment Tool for Nova Scotia

• Significant investment in breastfeeding and BFI over the years

• To date, we did not have a consistent and systematic way to assess how facilities are doing on their journey and how we are doing provincially

• Tools from New Brunswick and Ontario have been adapted with permission to create draft Nova Scotia Tools:
  • *NS BFI Self Assessment Tool* with a reference guide
  • *NS BFI Status Report* with a reference guide
  • Template for submission of *Certificate of Participation*
  • Revisions to the process for COP to include renewal: *Process & Renewal of Certificate of Participation*
Highlights of work to advance BFI in NL

BCC BFI Symposium
September 21, 2017
Breastfeeding – A Provincial Priority
BFI Implementation

Research

Strategic Planning

Public Education and Awareness
Working towards designation

- Labrador/Grenfell Health BFI Pre-assessment 2017
- Aiming for Designation at 2 hospitals by Spring 2018
- Paving the way for other Regional Health Authorities in NL
- Designated Public Education and Awareness & BFI leadership
- Working on formula contracts
Thank you
Infant Feeding Policy

Endorsed by Health PEI Senior Management in October 2016
Infant Feeding Policy

- Multidisciplinary committee
  - providing information & education about the Infant Feeding Policy
  - developing resources for the public
  - making educational opportunities available
  - developing a website
  - piloting a Breastfeeding clinic
  - reviewing the Health PEI ‘Formula’ contract
PEI Breastfeeding Coalition

• Commissioned five posters with photos from a photo shoot at Cavendish Grove, PEI; graphic design by Maggie Lillo.

• www.peibreastfeedingcoalition.org
PEI Breastfeeding Coalition

This is the official channel of the Prince Edward Island Breastfeeding Coalition.
Ontario’s BFI Journey

• Journey began with a stakeholder meeting in 2000
• Ontario Breastfeeding Committee was formed
  ➢ Vision and Mission
  ➢ Hospital and CHS representation
  ➢ BFI action plan
Provincial BFI Milestones

• **2003**: First hospital in Ontario became designated
• **2006**: First CHS in Ontario became designated
• **2009**: Provincial Council for Maternal and Child Health (PCMCH) led an expert panel to provide cost-effective recommendations to support the delivery of breastfeeding supports and services with a focus on improving breastfeeding rates
• **2010**: Recommendations for a Provincial Breastfeeding Strategy for Ontario document
• **2011**: A rep from the Ministry of Health Promotion and Sport was appointed as an OBC member and rep on the BCC P/T committee

• **2011**: BFI designation status became an indicator to measure PHU performance (Accountability Agreement)

• **2011**: Roger Hixon Ontario Human Milk Bank

• **2012**: OBC name was changed to Baby-Friendly Initiative Ontario (BFI Ontario) to be more clearly identified with BFI
• **2012**: Better Outcomes Registry and Network (BORN) collaborates with BFI Ontario and incorporates BCC definitions in hospital based data collection

• **2013-2015**: Public Health Ontario Locally Driven Collaborative Project program developed a standardized tool and method for collecting infant feeding surveillance data by Ontario public health units
• **2013**: Healthy Kids Strategy - Government initiative to promote children's health and reduce childhood obesity
  - Telehealth Ontario 24/7 Breastfeeding Support (2014)
  - Training, tools, guidance and resources to help Ontario hospitals and community health care organizations achieve BFI designation
  - Targeted, community-based supports for mothers that have lower rates of breastfeeding
BFI in Ontario Today

**BFI Ontario**
- Regular membership meetings
- Ask An Assessor teleconferences
- BFI Expo
- Website resources
  - (www. bfiontario.ca)
- Support for facilities
- Communication and collaboration with other stakeholders including Ministry of Health, BORN, OPHA etc.

**Ontario Ministry of Health**
- BFI Strategy for Ontario
- • Education: toolkits, webinars etc.
- • Resources, print materials
- • Site visits, coaching
- • BFI Implementation Status Report Tool
- • Breast pump program for premature babies (May 2017)

MOHLTC – Accountability Agreement for PHU’s
BFI Designated Facilities in Ontario (August 2017)

Hospitals
6

Community Health Services
29

Re-designated Facilities
11
Baby Friendly Manitoba

“Keeping Mothers and Babies Together"

Breastfeeding Committee for Canada
September 2017

Dawn Ridd
Linda Romphf
Baby Friendly Manitoba provincial authority for implementing BFI

- Manitoba Health Breastfeeding Lead, co-chair
- Baby Friendly Consultant, co-chair does capacity building
  - BFI provincial committee since 2000
    - BFI hospital & community working group
- Host conferences, workshops & telehealth education
- 2006 & 2013 BF strategy, set targets & requires annual status reports
- Provincial website, SharePoint for sharing resources and tools
- New hospital data collection tool
- Milk Drop for Calgary Milk Bank
Manitoba Birthing Facilities promote immediate and sustained skin-to-skin contact

- 14/14 after a vaginal birth
- 6/14 after a caesarean birth
- 14/14 in recovery

Photo thanks to Kathy Hamelin
Baby Friendly Manitoba

- During prenatal and postpartum contacts: 5/5 Regional Health Authorities in Manitoba:
  - Promote sustained skin-to-skin between breastfeeding parent and infant immediately after birth as well as after discharge home.

Feeding Plan for Your Term Baby

Baby's Name: __________________________

Skin to Skin:
Skin to skin will help your baby grow; stay calm, warm and safe.

- Spend at least 6 hours every day with your baby on your chest skin to skin (Dad can do it too!)

Feed the Baby:
Saskatchewan BFI Activities

BCC Symposium September 2017
SK BFI Promotion

- Baby Friendly Business Project
- Baby Friendly Restaurant Project
- Baby Friendly Spaces: [www.reginakids.ca/bfs/](http://www.reginakids.ca/bfs/)
- We Breastfeed Poster Campaign: [WeBreastfeed@paphr.sk.ca](mailto:WeBreastfeed@paphr.sk.ca)
- Breastfeeding Cut-outs
- Breastfeeding education/presentations to JURSI year medical residents
SK BFI Milk Banks

• Establishment of three milk depots with potential for two more for the Northern Star Mothers Milk Bank.

• Purchase milk back from Northern Star for Saskatchewan babies in NICU in three cities.
SK BFI Designation/ Advocacy

• New Jim Pattison Children’s Hospital in Saskatoon on BFI designation journey.
• Regional public health office on BFI designation journey.
• West Winds Primary Health Care Centre achieved BFI re-designation in December 2016.
• Marina Green presentation to Saskatchewan.
• Saskatchewan identified a “Code” violation and successfully advocated for changes.
Alberta Baby Friendly

- **Provincial Breastfeeding Committee**
  The purpose of the *Provincial Breastfeeding Committee* is to provide oversight and guidance to facilitate the development and implementation of a comprehensive provincial breastfeeding strategy for AHS and Covenant Health

  **Strategic Action Areas:**
  - Policy and Leadership
  - Capacity Building
  - Health Marketing

- **Office of the Premier Minister of Stakeholder Relations**
- **Infant and Young Child Feeding in Emergencies**
- **Donor Human Bank: NorthernStar**
Alberta Baby Friendly

– Alberta Breastfeeding Committee

“The ABC will provide leadership and resources to protect, promote and support breastfeeding in Alberta as the cultural and biological norm for children, mothers, families and communities.”

– Breastfeeding Action Committee of Edmonton (BACE)

“a registered non-profit society and the recipient of a 2014-2015 Alberta Human Rights and Multiculturalism Grant. We work on a range of issues that impact breastfeeding families and building a network of passionate, effective and engaged breastfeeding supporters. Our mission is to make Edmonton Capital Region a breastfeeding friendly city.”

– Calgary Breastfeeding Matters Group

Provides opportunities for breastfeeding advocates to network for mutual support.
Alberta Baby Friendly

- **Alberta Health Services** High River Hospital
- **Covenant Health:**
  - Grey Nuns Community Hospital
  - Misericordia Community Hospital
  - Bonnyville Healthcare Centre
British Columbia Highlights

2017 BFI Symposium

September 21 - 22, 2017
Lea Geiger, Provincial BFI Coordinator
Perinatal Services BC
2016-17 Status of BF Promotion, Protection & Support

- In 2016, a dedicated provincial role was established to support advancing breastfeeding and BFI Implementation in BC.

- Perinatal Services BC (PSBC) completed a survey of the current state in working towards BFI and what breastfeeding resources and programs were being used in BC.

- Provincial Think Tank and Environmental scan have been conducted to inform provincial strategic direction in B.C. to support advancement of breastfeeding best practices. Five priorities identified are:
  1) Policy & Leadership
  2) Capacity Building and Educational Initiatives
  3) Breastfeeding Support Services
  4) Public Education and Promotion
  5) Monitoring, Surveillance & Evaluation

- Many Health Authority interest in BFI
British Columbia

Support continuous improvement through ongoing breastfeeding monitoring and surveillance: BCPDR

- **95.7%** Initiation rate for breastfeeding
- **70%** Receive exclusive breast milk during the birth admission
- BFI target for exclusive breastfeeding from birth to discharge is **75%** of babies; LHAs shaded yellow and green have achieved this target

**Future Facility-level indicators:**
- Pasteurized Donor Human Milk and;
- Skin-to-Skin from birth to discharge

BC Perinatal Data Registry (BCPDR)
British Columbia
Investing in Healthy Communities

- Expansion of BCW Provincial Milk Bank. Milk depots implemented 5/6 health authority with plans for implementation of more depots

- Breastfeeding has been highlighted as an priority clinical prevention service in the BC Ministry of Health, Child Health BC, and Doctors of BC Lifetime Prevention Schedule (LPS)

- Provincial Formula Contract – strengthen language, update & renewal process 2017-18


- WBW Poster Suit: PSBC & BCBFN developed 3 posters to promote community support of breastfeeding (2016) and one more for 2017
  [http://www.perinatalservicesbc.ca/health-professionals/professional-resources/breastfeeding/posters]
BC

Resources from Perinatal Services BC

New:
- Informal (Peer-to-Peer) Milk Sharing: The use of Unpasteurized Donor Human Milk Practice Resource for health Care Providers
- Our Special Journey: pregnancy Passport
- Aboriginal Pregnancy Passport

Future:
- Provincial expansion project of the UBC CPD Physician online Breastfeeding module. Links to online modules:
  - For FPs http://ubccpd.ca/course/breastfeeding-fp
  - For Specialists http://ubccpd.ca/course/breastfeeding-sp
- Breastfeeding the Preterm Infant Guideline
- Working Within The Code: Key Messages for HCP
BC References

• LPS Schedule can be Retrieved from: 
  http://www2.gov.bc.ca/gov/content/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/current-health-topics/lifetime-prevention

• For a walk-through of the Aboriginal Pregnancy Passport, watch our May 27 Tea & Talk video presentation session.
Subscribe to PSBC News and Updates

Quarterly newsletter

[Link: tiny.cc/Perispectives]

Weekly email

[Link: perinatalservicesbc.ca/subscribe]

What's New

Tuesday, February 21, 2017

Are you curious about a collaborative approach to enhancing perinatal care? Attend our workshop in May.

Friday, February 10, 2017

Read about the revisions made to the Neonatal Transfer Record (Form 1600)
Breastfeeding and BFI: A priority in Québec for the past 20 years

Use and perceptions of breastfeeding support services (688 Quebec mothers)

• Mothers had a favorable perception of breastfeeding services; the majority reported that HCPs were respectful and didn’t put pressure on them to breastfeed.

• Services from community health centers and community organizations are highly-valued, yet underutilized.

• Key areas for improvement include:
  – Breastfeeding information and support received during the prenatal medical follow-up and during the postpartum hospital stay.
  – The consistency of information received.
  – Preparation of families for possible breastfeeding challenges and early access to skilled help if they encounter problems.
BFI certification process

We established a process to award contracts to the assessors:

• We consolidated a national evaluation team with signature of annual contracts for assessors.
• Their honoraria are payed by the ministry for services rendered before, during and after a visit.
• Travel expenses are payed by the institution.

Revision of the ministerial regulation to set parameters for the supply of products covered by the Code in hospitals.
International survey of Neo-BFHI implementation

• 676 neonatal services from 34 countries invited to answer an online questionnaire, to date 519 have answered (response rate of 77%).
• Data collection continues until November 2017.
• Benchmark reports are expected for winter 2018.
• In Canada, participation of neonatal services from six provinces: British Columbia (16), New Brunswick (3), Newfoundland (1), Nova Scotia (2), Prince Edward Island (2), Québec (64).
Thank you!

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Northwest Territories
Baby-Friendly Initiative Highlights
Breastfeeding in the Northwest Territories

- Population: 44,381*
- 33 communities
- 11 official languages
- Indigenous people make up half the population
- Births in 2016: 687*
- Birthing Centers: Inuvik, Hay River (midwives), Fort Smith (midwives), Yellowknife
- Department of Health and Social Services, Indigenous Health and Community Wellness responsible for breastfeeding promotion
- Right from the Start Early Childhood Development Framework and Action Plan highlights commitments to support the Northwest Territories Health and Social Services Authority facilities to achieve and maintain their BFI designation

*Source: NWT Bureau of Statistics
Breastfeeding in the Northwest Territories

Step 10: Peer Support Groups

- *Breastfeeding Peer Support Training*: program modified from *Best Start* for a northern context and delivered by local BF support group (Moms, Boobs, and Babies)
- Delivered in 3 communities (2016/17): Inuvik, Hay River, and Yellowknife
- Mothers reported an increase in their breastfeeding knowledge and confidence supporting breastfeeding mothers

Northern-led Breastfeeding Research

- *Learning from Our Mothers, Grandmothers and Great-Grandmothers about Breastfeeding in the NWT* - Pertice Moffitt, PhD, Aurora Research Institute.
- Community based participatory action research
- Objectives:
  - Explicate initiation/duration regional breastfeeding data (retrospective chart audit)
  - Identify knowledge gaps/barriers to breastfeeding
  - Create culturally relevant knowledge translation tools (e.g. video)
Next Steps

Policy
• Develop a Territorial Infant Feeding Policy
• Establish a Territorial Infant Feeding Working Group
• Develop a BFI Community Support Packages (Implementation Toolkits)
• Distribute evidence-informed resources, including template facility policy (Step 1)

Step 2: Training
• Create a HCP Breastfeeding Education Training Program
• Regional workshops (4-5) for health practitioners (nurses, CHRs) that have completed Step 2, 20-hour online breastfeeding training course
• Deliver educational workshops focused on clinical expertise (case studies, skills stations) and cultural competency training to all 5 regions

Promotion Activities
• Promotion of World Breastfeeding Week and Quintessence Challenge (Oct 1 – 7, 2017)
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