



Breastfeeding Education

Promote Interdisciplinary Knowledge Sharing

Meeting Objectives

1. Provide breastfeeding education in an effort to promote the provision of consistent information to all patients and families
2. Participants demonstrate an improvement of breastfeeding knowledge and awareness.
3. Discuss improvements made possible by the grant



Breastfeeding History

- Once upon a time... all infants and young children were breastfed or received breastmilk.
- WWII
- Between 1920 and 1960 the majority of Canadian women abandoned breastfeeding. When the increase in feeding cow's milk resulted in higher infant mortality rates, scientists worked at improving the artificial baby milk rather than increasing breastfeeding rates.
- In the 1970's...
- In developing countries...
- World Health Organization/UNICEF International Meeting
- The 1981 International Code of Marketing of Breast Milk Substitutes
- Breastfeeding is a population health strategy that must be protected, supported and promoted to optimize the health of our entire population



Promotion of Breastfeeding

Benefits of Breastfeeding

Early on and life long

Pacifiers/artificial nipples/bottles

- The way the baby sucks on a pacifier is different from the way they suck at the breast
- Introduction of bottles too early can increase the chances of complete breast refusal
- It is recommended that pacifiers and artificial nipples are avoided, as least initially, until a good breastfeeding routine has been established.
- Pacifiers can also increase the risk of babies getting ear infections and having later dental problems



Promotion of Breastfeeding



Effect of formula and other advertising

Health Care Facility

Formula advertising in healthcare facilities is sending the message to the patient that “my healthcare provider thinks that formula is a good /the best option for my baby”.

Social/Media

- In order to make an informed decision about infant feeding, a parent or caregiver requires information free of commercial influence
- Advertisement and providing of formula and artificial nipples negatively affect breastfeeding rates

Promotion of Breastfeeding

Avoid this
look!



For those women whose goal is to breastfeed, offering formula to mothers and support persons can hinder the achievement of this goal

Formula Samples and Gifts

- Pregnant women and their families need to know about the health, nutritional and financial costs of NOT breastfeeding before deciding how they are going to feed their babies. If women think that a supply of formula is available free, it has been shown to affect their choice of feeding methods.

Consideration of Other Populations

- For foster parents, or those who medically are unable to breastfeed, other options are available, and include: Donor breastmilk, community resources, offer free food coupons to help alleviate the financial burden

Promotion of Breastfeeding

Effect of Inconsistent Information- For All Staff In a Healthcare Setting

- Inconsistent and inaccurate information from health care providers causes confusion for mothers and leads to premature weaning. (Ministry of Health, 2012; Guise et al., 2003).



Breastfeeding Basics

It's important to remember: everyone can breastfeed!

Most problems can be resolved with appropriate support, such as coming into a breastfeeding clinic!

Key points:

- Breastmilk supply
- Baby tummy size
- Effect of supplementation
- Supplementation methods
- Expected weight loss and regaining of birth weight
- Breastfeeding Issues Can Happen



Improvements made possible by the Grant

- Breastfeeding Data Collection
- Prenatal Awareness and Education
 - Updated OB packages with promotional materials
 - Posters for prenatal and post-natal breastfeeding support
 - Prenatal Breastfeeding Workshop
 - Physician Tool



Breastfeeding Data Collection

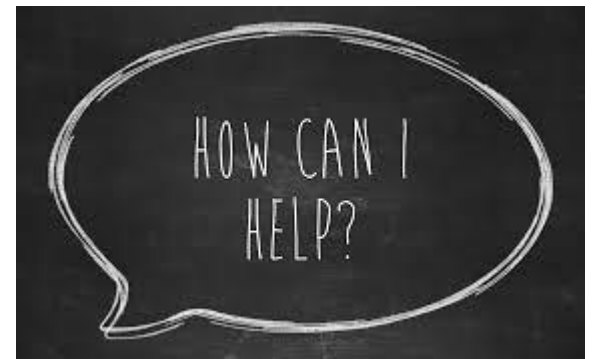
Its important to collect infant feeding information at all well baby visits

Why:

- To help us learn when mothers and infants need our support, so we can plan and implement services to help support future patients.
- Required for BFI designation
- To show an increase in breastfeeding rates over time
- Improve the health of our infant population and future generations

Our Role:

- Collect infant feeding data at all well baby visits
- Physician and front staff working together!



Prenatal Breastfeeding Workshop

Best Start for Baby

Offered to all pregnant women 24 weeks+ gestation

The workshop is offered quarterly

Topics:

- How Breastfeeding Works
- How to Breastfeed
- Common Concerns and Management
- Myths and Misconceptions



Our goal is to promote breastfeeding initiation and overall success by offering education and support in the prenatal stage – evidence shows that this is when mothers make their infant feeding decision!

Physician Tool

Evidence shows that breastfeeding education from a family physician has a significant impact on the decision to breastfeed, especially when introduced prenatally

We have created a Physician Tool that will help remind the physician to discuss breastfeeding with their patients at prenatal visits

Hand the patient relevant information regarding that prenatal visit

How Can I Help?



Feedback and Discussion

- Challenges with data collection from your point of view?
- What would help to improve this?
- Questions about promoting breastfeeding
- Does any information conflict with your personal views?
- Questions about breastfeeding in general?
- Baby-Friendly Initiative
- Prenatal Breastfeeding Workshop
- Current Breastfeeding Program





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