

Appendix 10. Breastfeeding Resources & Weblinks

Here is a collection of resources that have been gathered for consideration for the innovative breastfeeding program at St. Mary's Home. Resources and weblinks were added to this document over the course of the grant. Note: the quality and suitability of these resources require stakeholder review and endorsement.

VIDEOS & OTHER MEDIA

Teach me how to breastfeed: Music Video (3:00 min) (Published Aug 23, 2013)

<https://www.youtube.com/watch?v=YvvPpa3qb8o>

Tale of Two Births: The Baby-Friendly Rap (3:41 mins)

https://www.youtube.com/watch?v=N9KptD3t110&feature=youtube_gdata_player

BaBE "Building a Breastfeeding Environment" (shown with a doll) Published on Oct 1, 2014

<https://www.youtube.com/watch?v=LhDmLRdZNko>

- created by students at St. Francis Xavier University in partnership with the group "Building a Breastfeeding Environment" (BaBE)
- video aimed at targeting university students and is meant to be playful and humorous. We know that although many students in university are accepting of the benefits of breastfeeding, and plan to breastfeed their own children, it is still not considered acceptable to breastfeed publicly. This video also shows that even those who are not parents, or breastfeeding mothers can be and are supportive of breastfeeding in public!
- For more information about BaBE, visit our website at www.babens.ca "

Raising Children Network- Australia- video clips and parent stories on a variety of breastfeeding topics

http://raisingchildren.net.au/breastfeeding/breastfeeding_videos.html

Parenting in Ottawa- breastfeeding webpage (there is also an English and a French Facebook page)

<http://www.parentinginottawa.com/en/breastfeeding.asp>

Nursing is Normal (you tube video 3:22)- folk music background (August 4, 2011)

https://www.youtube.com/watch?v=H_EPoeHRHe8&feature=youtu.be (direct link http://youtu.be/H_EPoeHRHe8)

Embarrassed Spoken Word by Hollie McNish(3:36 mins)a powerful & provocative spoken word piece by a mum in the UK on cultural attitudes about breast feeding http://www.youtube.com/watch?v=KiS8q_fifa0

Bilingual Online Ontario Breastfeeding Services Directory www.ontariobreastfeeds.ca (English)
www.allaiterenontario.ca (French)

Breastfeeding Services Directory in the Ottawa area www.ottawabreastfeeds.ca

Canadian Public Health Association: Caring for your Baby

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<http://you-and-your-baby.cpha.ca/healthy-baby/feeding-baby.html> (Nice pic of latched baby)

Dr Jack Newman

www.breastfeedinginc.ca has many videos that can help mothers. The videos also are accompanied by texts explaining the videos in 22 different languages. The best one showing latching on is

<http://www.breastfeedinginc.ca/content.php?pagename=vid-28hrassist> but this one has English texts. To find the videos go to www.breastfeedinginc.ca and click videos and then choose the appropriate language.

Healthy Families BC: <https://www.healthyfamiliesbc.ca/home/articles/topic/videos-breastfeeding>

Baby-Friendly Initiative Ontario is a coalition of members supporting the BFI implementation, designation and maintenance and the development of a breastfeeding culture in Ontario. This group is also the provincial authority for questions regarding BFI.

The **Breastfeeding Committee for Canada** is the National Authority for the WHO/UNICEF Baby-Friendly Initiative in Canada.

Health Canada offers information on many health topics including breastfeeding.

INFACT Canada is an organization that supports breastfeeding families with important breastfeeding information. INFACT also produces and distributes educational resources to assist health care providers and members of the public to support and promote breastfeeding.

The **International Breastfeeding Centre** is a non-profit organization comprising of the Newman Breastfeeding Clinic, the Centre for Breastfeeding Education and the Centre for Breastfeeding Studies.

Motherisk provides evidence-based information on the safety or risk of drugs, chemicals and disease during pregnancy and breastfeeding. There are newsletters, links and fact sheets available on this site.

OMama Information for parents across the perinatal continuum

Best Start Resource Centre Web Watch - a tool to monitor information about breastfeeding on the web. Bookmark the URL and check the site every couple of days to stay abreast of the breastfeeding world.

BFI poster series (range of topics)- York Region Public Health http://www.tegh.on.ca/bins/content_page.asp?cid=3-22-6657-7359&lang=1 [French](#)

SPECIFIC BREASTFEEDING TOPICS

SKIN TO SKIN CONTACT

Mother-Infant Skin to skin Contact- Dr Ann Bigelow (St Francis Xavier university)- free or for purchase

<http://people.stfx.ca/abigelow/dvds-mother-infant-skin-to-skin-contact.htm>

[Enhancing Baby's First Relationship: A Parents' Guide for Skin-to-Skin Contact with Their Infants](#) gives a general overview of the findings (length 20 minutes). If you have difficulty opening the video from the link above try this [link](#).

[Enhancing Baby's First Relationship: Results from a Study on Mother-Infant Skin-to-Skin Contact](#) presents the findings in more detail (length 28 minutes). If you have difficulty opening the video from the link above try this [link](#).

[The Guide to Support the Use of the DVDs](#) was created to help facilitators introduce either DVD to groups of new and expectant parents or to health practitioners, and to facilitate the discussion of the material presented after the viewing. It includes supplementary information on mother-infant skin-to-skin contact.

Healthy Families BC

<https://www.healthyfamiliesbc.ca/home/articles/video-breastfeeding-and-skin-skin-contact> (2:40mins)

Champlain Maternal Newborn Regional Program- Skin-to-Skin Contact POSTER- bilingual (developed by the Family Advisory Committee) http://www.cmnrp.ca/en/cmnrp/Resources_p3813.html

HAND EXPRESSION

Fraser Health- Expressing Breast Milk

<http://www.fraserhealth.ca/your-health/best-beginnings/breastfeeding/expressing-breast-milk/> (pic of expressing breastmilk) VIDEOS at the Bottom of the page

Peel Public Health Unit- VIDEOS- 6 languages

<http://www.peelregion.ca/health/family-health/breastfeeding/resources/video/index.htm>

<https://youtu.be/8yJkypzlf2s> latching (4:10 mins)

<https://youtu.be/-msBIFbYw7Y> Skin to skin with baby (5:22mins)

breastfeeding in the first few hours

milk supply

positions (baby seems old??)

UNICEF VIDEO:<http://www.unicef.org.uk/BabyFriendly/Resources/AudioVideo/Hand-expression/> (2:18mins published August, 17, 2011)

LAID BACK BREASTFEEDING

Innovative Breastfeeding Program for Young Mothers_St Mary's Home_BSRC Community Grant_2016_01_08

Suzanne Colson's laid back positioning video clip – www.biologicalnurturing.com

BABY-LED LATCHING

<https://www.youtube.com/watch?v=hRyHR6jkFDU> (2:21mins) (Pinecrest Queensway CHC)

LATCHING

Dr Jack Newman: <http://www.breastfeedinginc.ca/content.php?pagename=vid-28hrassist> (1:07 mins)

Nancy Mohrbacher:

www.breastfeedingmadesimple.com – click on “animated latch” (co-authored with Kathleen Kendal-Tackett)
<http://www.breastfeedingmadesimple.com/animatedlatch.html>

www.nancymohrbacher.com –blog *Introducing Natural Breastfeeding* - 9+ short video clips on latching etc (scroll to bottom for video clips). On-line breastfeeding preparation course for pregnant women for a cost

Your Baby knows how to latch on (produced by Ameda, Hollister, 2007 5:03mins)

<https://www.youtube.com/watch?v=Zln0LTkejs>

FEEDING CUES

https://www.health.qld.gov.au/breastfeeding/documents/feeding_cues.pdf

BREASTFEEDING AFTER CAESEAREAN SECTION

Trillium health Partners <http://trilliumhealthpartners.ca/patientservices/womens/Pages/breastfeeding-after-caesarean-birth.aspx> (12:04mins)

HANDOUTS

Why Does My Baby Cry https://www.lllc.ca/sites/lllc.ca/files/420-LE_Why-Baby-Cry_English_FINAL.pdf available in multiple languages <http://www.lllc.ca/Information-sheets>

Amazing Milk https://www.lllc.ca/sites/lllc.ca/files/410_Amazing-MilkCMYK.pdf available in English and Chinese

Best Start Resource Centre – breastfeeding <http://www.beststart.org/cgi-bin/commerce.cgi?search=action&category=B00E&advanced=yes&sortkey=sku&sortorder=descending>

Breastfeeding - The First Three Weeks (prepared by the Midwifery Group, Vancouver, BC)
<http://www.midwiferygroup.ca/downloads/breastfeeding/Breastfeeding%20the%20first%203%20Weeks.pdf>

ONLINE EDUCATION/COURSES FOR PROFESSIONALS

Best Start Resource Centre (bilingual) - **Healthy Mothers, Healthy Babies Breastfeeding Web Course** (designed for staff and volunteers of community agencies and hospitals who work with prenatal women or new families)

<http://www.beststart.org/courses/>

Registered Nurses Association of Ontario - **Breastfeeding E-learning** <http://elearning.rnao.ca/>

University of Manitoba - **Multidisciplinary Breast Feeding Education**

http://umanitoba.ca/faculties/medicine/units/obstetrics_gynecology/breastfeeding.html

INFACT Canada - www.infactcanada.ca

The Quintessence Foundation - *course for policy makers (awareness), level 1 (direct contact) and level 2 (direct contact and specialist)* www.babyfriendly.ca/courses.aspx

Ilactation <http://www.ilactation.com/>

Working together for breastfeeding success <http://www.ilactation.com/conference/continuing-education/>
(continuing education for a variety of professionals- specific registration dates)

<http://www.ilactation.com/wp-content/uploads/2015/01/Programme.pdf>

E-Learning – BFI 101 Course

English http://www.tegh.on.ca/bins/content_page.asp?cid=3-22-6657-7408&lang=1

French http://www.tegh.on.ca/bins/content_page.asp?cid=3-22-6657-7437&lang=1

Latching On: How Family Physicians Can Support Breastfeeding Patients (Up to **1.0** Mainpro-M1 credits) Access this module anytime, anywhere, from any device: <http://ubccpd.ca/course/breastfeeding-fp>

one hour on-line module, provides community-based family physicians with the information and tools to be able to offer breastfeeding support & medical management.

This **new online FREE module** for family physicians provides information on:

- The Baby-Friendly Hospital Initiative
- The benefits of breastfeeding and risks associated with formula use
- The identification and management of common breastfeeding problems
- Specific resources and services for breastfeeding support and medical management, including when and where to refer.

NOTE: If others are considering developing a similar resource, Janet can share the contact information of the lead at the University of BC to see if there are opportunities to adapt it for your context. It can be used by any providers.

Please contact Janet directly at: jwalker@phsa.ca

ON-LINE EDUCATION/COURSES FOR PARENTS

Breastfeeding Information for Parents <http://www.breastfeedinginfoforparents.ca/> or <http://www.breastfeedinginfoforparents.ca/alternate/index.html>

Created by team of professionals from the University of Ontario Institute of Technology and Durham Region Health Department breastfeedingstudy@uoit.ca (being evaluated by parents & health care providers prior to dissemination e-mail Dec 16, 2014)

Link to questionnaire for professionals:
https://docs.google.com/forms/d/1Aa_NSg9UMTCoBsicoR3idRh6YWzLu6Vg-Ck6Z3260L0/viewform?usp=send_form

APPS

Breastfeeding Buddy Tool <https://www.healthyfamiliesbc.ca/home/articles/breastfeeding-buddy>

“The [Breastfeeding Buddy](#) is a web based app has tips, tools and videos to help you with breastfeeding and more, from pregnancy to your baby's first six months and beyond. It provides you with information and links to health resources in your community, and helps you keep track of your breastfeeding, baby's sleep schedules and diaper changes, and scheduling if you express breast milk or provide alternate feedings. It's an easy, fun and educational tool designed to help you give your baby the very best start in life! - See more at:”
<https://www.healthyfamiliesbc.ca/home/articles/breastfeeding-buddy#sthash.fRBrFbtX.dpuf>

When You Need It (WYNI): Breastfeeding Information available from the google play store and the apple store <https://play.google.com/store/apps/details?id=org.wechu.wyni>

“The WYNI app is designed to help mothers get fast and reliable breastfeeding information When You Need It. WYNI is interactive, fun, and easy to use! It has answers to commonly asked breastfeeding questions and concerns such as:

- ❑ How do I know my baby is getting enough milk?
- ❑ How do I know if my baby is latched on properly?
- ❑ What do I do about sore nipples or breasts?
- ❑ When will my baby sleep through the night?

WYNI also has tracking features that allow you to track breastfeeds, baby's diaper changes, and keep a record of your child's growth. WYNI is filled with colourful pictures, helpful diagrams, and videos that provide support for breastfeeding moms and babies. There is also a fun quiz to test your breastfeeding knowledge and a “Get Help” section that links you with local breastfeeding help if you need more support.

The WYNI app was created in partnership with the Building Blocks for Better Babies program, the University of Windsor Faculty of Nursing, the University of Windsor School of Computer Science, and the Windsor- Essex County Health Unit with funding support provided by Health Nexus. WYNI: the app that allows you to get breastfeeding help and information, anytime, anywhere and When You Need It!”

M+B 2B- Mom & Baby to Be includes preconception, prenatal, new baby, parenting and feeding info!

Download for free on the App Store. <https://itunes.apple.com/app/mom-and-baby-to-be/id560579312?mt=8>

OMama Information for parents across the perinatal continuum. Download for free

BOOKS

???**Breastfeeding Telephone Triage And Advice** (Identified on MNCHP listserve but unsure as to quality of this resource)
<http://www.openisbn.com/isbn/9781581107449> (\$69.95 USD)

A decision support tool developed to help nurses, lactation professionals, & other medical professionals confidently advise breastfeeding mothers. Created by Maya Bunik, MD, MSPH, FABM, FAAP, designed to be used in tandem with American Academy of Pediatrics *Pediatric Telephone Protocols*. 60 protocols on a range of issues


OTHER

Best Start Resource Centre- A variety of resources, manual, fact sheets on a range of breastfeeding related issues

<http://www.beststart.org/cgi-bin/commerce.cgi?search=action&category=B00E&advanced=yes&sortkey=sku&sortorder=descending>

CDC Guide to Strategies to Support Breastfeeding Mothers and Babies

<http://www.cdc.gov/breastfeeding/resources/guide.htm>

Update of the 2005 *The CDC Guide to Breastfeeding Interventions*. This resource builds upon the research evidence demonstrating effective intervention strategies and offers relevant information for each including program examples and resources. You can [download the entire guide](#)  [PDF-1Mb], or select individual chapters below:

[Maternity Care Practices](#)  [PDF-180Kb]

[Professional Education](#)  [PDF-177Kb]

[Access to Professional Support](#)  [PDF-169Kb]

[Peer Support Programs](#)  [PDF-159Kb]

[Support for Breastfeeding in the Workplace](#)  [PDF-197Kb]

[Support for Breastfeeding in Early Care and Education](#)  [PDF-214Kb]

[Access to Breastfeeding Education and Information](#)  [PDF-169Kb]

[Social Marketing](#)  [PDF-345Kb]

[Addressing the Marketing of Infant Formula](#)  [PDF-159Kb]

[References](#)  [PDF-72Kb]

Public Health Agency of Canada – Breastfeeding and Infant Nutrition - The updated version is now available at
http://www.phac-aspc.gc.ca/hp-ps/dca-dea/stages-etapes/childhood-enfance_0-2/nutrition/index-eng.php

Public Health Agency of Canada, in collaboration with the Breastfeeding Committee for Canada, release *Protecting, Promoting and Supporting Breastfeeding: A Practical Workbook for Community-Based Programs (2nd Ed)*.

http://www.phac-aspc.gc.ca/hp-ps/dca-dea/stages-etapes/childhood-enfance_0-2/nutrition/index-eng.php

PDF from BCC website <http://breastfeedingcanada.ca/documents/Breastfeeding%20Workbook%202014.pdf>

This resource aims to provide practical, best practice strategies to promote breastfeeding within a community setting, with a special focus on supporting vulnerable populations. The vision is to create environments where breastfeeding is the easiest choice for all women and their children. Beyond the key strategies, the workbook also addresses key questions, common challenges, and includes programming activities, key reference documents and an extensive list of breastfeeding resources.

This fully revised and updated workbook reflects the experience of numerous organizations and individuals involved in supporting breastfeeding across Canada, including almost 20 years of expertise gained and shared through the Agency's Canada Prenatal Nutrition Program sites.

Toronto Public Health's Breastfeeding Your Baby Booklet-Parent Resource

<http://www1.toronto.ca/City%20Of%20Toronto/Toronto%20Public%20Health/Health%20Professionals/Child/Files/BF%20booklet.pdf>

Recently updated and revised the parent resource *Breastfeeding Your Baby* to reflect the changes in the Breastfeeding Protocols for Health Care Providers (2013). Booklet is intended for use by health care providers to educate and support breastfeeding families of healthy term infants. At this time the booklet is only available in English. There are plans to translate at a later date. For more information about reproducing this resource, **contact Susan Gallagher at 416-338-7626 or sgallag@toronto.ca**

AWARENESS CAMPAIGNS

City of Hamilton Public Health Services

new campaign aimed at increasing awareness of Public Health breastfeeding supports in Hamilton.

created print materials & two videos

[Grandmothers' First Time](#)

[Real Moms, Real Experiences](#)

created an Instagram account [@hamiltonbreastfeeding](#)

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Newfoundland BFI <http://www.babyfriendlynl.ca/>

-they have a bunch of videos- here is one example

https://www.youtube.com/watch?feature=player_embedded&v=WQAMKZUg0w8

A video clip about the NL campaign (CBC news -2:18 mins; April 23, 2013)

<http://www.cbc.ca/news/canada/newfoundland-labrador/group-promoting-breastfeeding-awareness-1.1406497>

Texas: When Nurture Calls (Breastfeeding in Public- Posters: Bon Appetit, Dinner for Two, Private Dinning)

<http://whennurturecalls.org/the-campaign.html>

Toronto Public Health (Breastfeeding in public- info for businesses)

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=531b54fc21cb0410VgnVCM10000071d60f89RCRD>