

## OVERCOMING CHALLENGES IN OUR BFI JOURNEY

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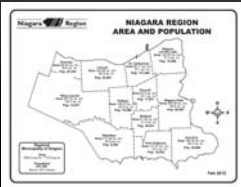
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## NIAGARA REGION

- We have 4000 births per year
- We have two delivering hospitals
- We began our BFI journey in 2007
- Our biggest challenges have been
  - Normalizing breastfeeding
  - Changing societal attitudes regarding breastfeeding older children
  - Supporting young moms
  - Creating a breastfeeding culture while still supporting our formula feeding families



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## CREATING A BREASTFEEDING CULTURE

-LOTS OF INTENTIONAL MESSAGING AROUND NORMALIZING BREASTFEEDING

- Encourage exclusivity
- "Babies need only breastmilk for the first 6 months. At about 6 months babies need to eat solid foods and continue to breastfeed for up to 2 years and beyond. Start solid foods that are nutritious, especially foods that are high in iron." Breastfeeding Matters 2013
- Encourage breastfeeding in public
- Engage all family members to support breastfeeding



Niagara Region Breastfeeding Coalition

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### BREASTFEEDING OLDER BABIES

- Resources that have pictures of older babies breastfeeding
- We encourage all mothers to continue breastfeeding after returning to work and school
- We have included the Health Canada recommendation of breastfeeding to 2 years and beyond in most resources, even our formula resource.



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### SUPPORTING YOUNG MOTHERS

- Specific breastfeeding curriculum for families identified with risk between ages 14-25
- Social determinants of health breastfeeding nurse
- Campaign specific to teen moms
- Survey regarding how young moms make feeding decisions and view breastfeeding supports and services
- Presented school nurses with breastfeeding packages for young moms. The packages contained various breastfeeding resources and tips on how to talk to pregnant teens about breastfeeding
- Implemented a BFI check list that each nurse should cover when talking to expectant or new moms about their feeding experiences and plans
- All previous resources that mention return to work, are now returning to work and school

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### SUPPORTING FORMULA FEEDING FAMILIES WHILE CREATING A BREASTFEEDING CULTURE

- Lots of discussion regarding the informed decision making process

Benefits vs. risk (antibiotic analogy)

When does the benefit outweigh the risk?

How do you reduce the risks of formula?



- We are aware of the power of language and timing
- We give lots of reasons why information is being provided e.g. why we talk about risks of formula or breastfeeding to a mom who is considering exclusively formula feeding.  
"as a public health nurse....."
- Much more discussion about marketing of formula

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- FUTURE WORK**
- Increased collaboration with other health care providers to ensure consistent messaging
  - Implement more teaching regarding hand expression
  - Engage healthcare students (medical, nursing, pharmaceutical)
  - More collaboration with community partners, daycares, toy stores, florists, pharmacies, restaurants etc.
  - Exposing all societal members to healthy breastfeeding messages and information regarding the marketing tactics used by formula companies

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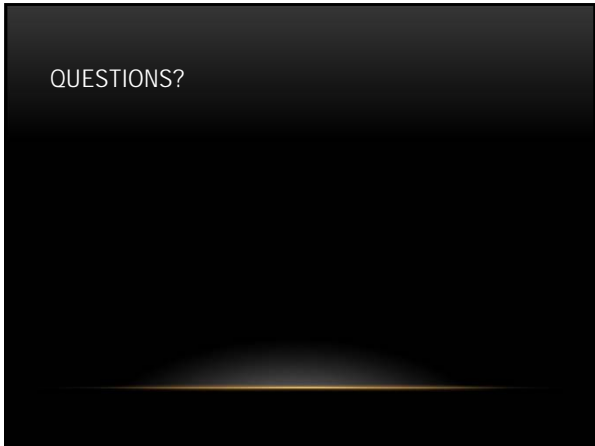
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