

THE JOURNEY TO
BECOMING BABY FRIENDLY

Health Nexus Annual Conference
February 27, 2014 presented by Joan Bueckert RN BN IBCLC

Centretown Community Health Centre

- Located in downtown Ottawa, Centretown CHC is a not-for-profit, interprofessional, community-governed primary health care organization
- Funded by the Champlain LHIN and the Ontario Ministry of Community and Social Services
- Run by a board of directors with representation from the community

- Centretown CHC was designated baby friendly in January 2012
- We were the second CHC to become baby friendly - Somerset West CHC which is also in Ottawa was designated in 2009
- As of last year Ottawa Public Health is also Baby Friendly and our hope is that Ottawa will be the first city in Canada to be Baby Friendly

Programs

Centretown CHC has five different teams that offer a large range of programs:

- Primary Care
- Community Health Promotion and Early Years
- Mental Health and Addictions including social workers and counselors
- Diabetes Education
- Corporate services

Obstetrical Services in Primary Care

- Low risk obstetrical care provided by family physicians and nurse practitioners
- One family physician does low risk deliveries at the Civic campus of the Ottawa Hospital
- Babies are seen within 48 hr of d/c from hospital
- Babies followed by midwives seen at 2 months


Well Baby and Breastfeeding Support Drop-In

- Partnership with Public Health and Centretown CHC to offer weekly drop-in
- Public Health discontinued this partnership in 2002 but CCHC continued to offer service
- Staffed by registered nurse/IBCLC, family visitor and volunteer

Baby Friendly Initiative

Presentation for CCHC
all-staff meeting
February 5, 2009

Engaging staff



Respect

P111 Breastfeeding policy:
Policy: Centretown CCHC recognizes the health benefits of breastfeeding for both mother and baby. We endeavour to protect, promote and support breastfeeding and **always respect** the decision of each mother. Our policy is based on guidelines for WHO/UNICEF Baby-Friendly Initiative in Canada.

Why the concern about breast milk substitutes

- Formula manufacturers make claims about their products that are not evidence-based
- Infant formula is a multi-billion dollar industry
- Providing new parents with samples of infant formula can undermine their confidence to breastfeed

The joy is in the journey



Training of Primary Care Staff

- What are your beliefs about breastfeeding?
- What are the sources of your beliefs?
- Are they based on best available evidence? Personal experience? Dated information?
- How do you feel when you see a mother breastfeeding? Bottle-feeding? Is there a difference?

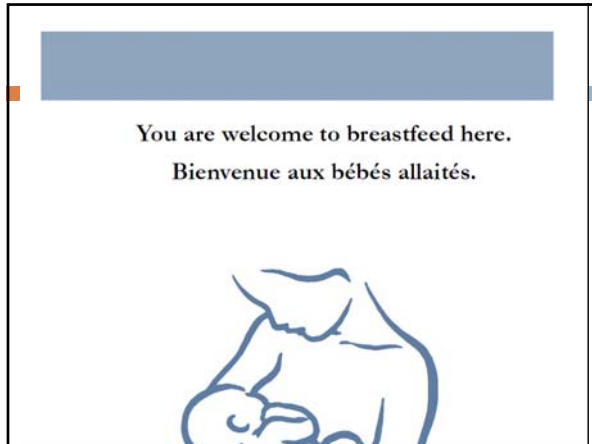


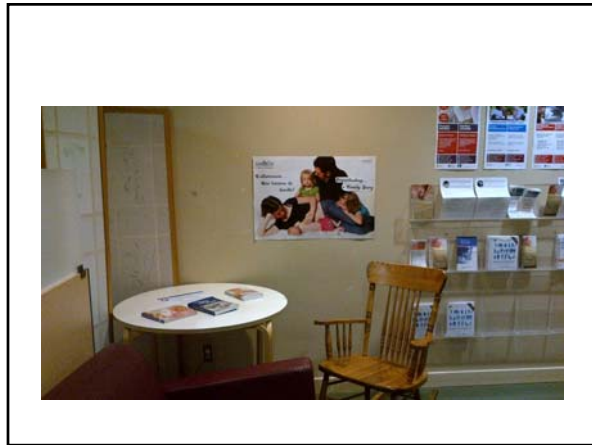
Ensuring Best Practice

- Examine your own biases and personal experiences:
 - don't let these affect your professional practice
 - Practice from a solid evidence base
 - Provide consistent information

Providing Space

- In order to be more supportive of moms breastfeeding moms and babes we needed space where they could be comfortable
- Reception staff expect that exam rooms will be tied up a little longer
- It is natural to breastfeed in public however we also wanted to have an area reserved for breastfeeding moms





Data collection

- Rourke record doesn't capture the data that BCC requires;
- There are high supplementation rates at all of the hospitals in Ottawa
- Software developed by SWCHC is time-consuming as information from the chart has to be entered into a separate file
- Finding time to actually manage the data is a challenge

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www.healthychildren.com

Kowale Baby Record: Evidence-Based Infant/Child Health Maintenance GUIDE I: 0-1 mo

Name: _____
Date of Birth: _____
Gestational Age: _____ Birth Length: _____ Birth Weight: _____ Head Circ: _____ Discharge Wt: _____

DATE OF VISIT	within 1 week	2 weeks (optional)	1 month
Weight			
Weight			
HC (up to 10 cm)			
Height			
Height (up to 88 cm)			
Head Circ.			
Weight			
Weight			
Head Circ.			

NUTRITION

Exclusive breastfeeding?	Predominant breastfeeding?	Partial breastfeeding?	No breastfeeding?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight \geq 600 g/kg? <input type="checkbox"/>	Weight \geq 600 g/kg? <input type="checkbox"/>	Weight \geq 600 g/kg? <input type="checkbox"/>	Weight \geq 600 g/kg? <input type="checkbox"/>
Formula feeding (any formula)? <input type="checkbox"/>	Formula feeding (any formula)? <input type="checkbox"/>	Formula feeding (any formula)? <input type="checkbox"/>	Formula feeding (any formula)? <input type="checkbox"/>
Stool pattern and urine output <input type="checkbox"/>	Stool pattern and urine output <input type="checkbox"/>	Stool pattern and urine output <input type="checkbox"/>	Stool pattern and urine output <input type="checkbox"/>

EDUCATION AND ADVICE

Colic (if defined)?	Stool pattern (abnormal bowel shape)?	Colic (if defined)?	Formula substitution?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colic resolved or no concern? <input type="checkbox"/>	Stool resolved or no concern? <input type="checkbox"/>	Colic resolved or no concern? <input type="checkbox"/>	Formula substitution resolved or no concern? <input type="checkbox"/>
Etiology and Risk Issues		High risk infections (has not been assessed)?	
<input type="checkbox"/> Dehydration?	<input type="checkbox"/> Dehydration/overhydration?	<input type="checkbox"/> Family confidentiality?	
<input type="checkbox"/> Feeding intolerance?	<input type="checkbox"/> Perinatal hypoxia/ischemia (perinatal depression)?	<input type="checkbox"/> Settings?	
Other Issues			
<input type="checkbox"/> Second hand smoke?	<input type="checkbox"/> No OTC cough/sneezing meds?	<input type="checkbox"/> Injury or contact with outdoor pollutants?	<input type="checkbox"/> Sun exposure (sunburn/heat stroke)?
<input type="checkbox"/> Second hand smoke? <input type="checkbox"/>	<input type="checkbox"/> Respirator use (not wearing)? <input type="checkbox"/>	<input type="checkbox"/> Sun exposure (sunburn/heat stroke)? <input type="checkbox"/>	<input type="checkbox"/> Sun exposure (sunburn/heat stroke)? <input type="checkbox"/>

DEVELOPMENT

Does not sit up without assistance?	Sits well or crawls?	Focuses just?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> No purposeful movements?	<input type="checkbox"/> No purposeful movements?	<input type="checkbox"/> No purposeful movements?
<input type="checkbox"/> No purposeful movements? <input type="checkbox"/>	<input type="checkbox"/> No purposeful movements? <input type="checkbox"/>	<input type="checkbox"/> No purposeful movements? <input type="checkbox"/>

Microsoft Access - Data Entry/Edit

Refresh Back to Task Selection

Add New Infant Save Infant Delete Infant

Last Edited	Archived	Find Archived Infant:
05/02/2014		

Search Mother's Chart? Search Infant's Chart?

Mother's First Name Mother's Last Name Mother's Height Mother's Age at Delivery

Infant's First Name Infant's Last Name Gender Date of Birth Gestational Age (weeks) Infant Issues

Epiphora
Jaundice
Other
Prerenal
Tongue tie

Breastfeeding Status by Age

Registration Details Encounter Plan Reports CPP CDM

Hi Sugar Test (F, 1942/10/3-71 years-Active)
#: 39263; Occ.: Program; Last Visit: Sep 6, 2013

Dashboard
Schedule
Patients
Billing
Office Actions
System Setup
Reports
Enterprise
Data Miner

Breastfeeding Status

exclusive
total (some formula in past)
predominant
partial
no (informed)

CCHC RN Visual Acuity

Left eye 20/	errors	Corrected/Uncorrected
	-1	corrected with glasses
	-2	corrected with lens

Right eye 20/

Demographics

- Clients of Centretown CHC come from 161 different countries of origin
- 21% have an income of less than \$15,000 (only 48% of clients who provided an answer to the income question)
- Over 60% have postsecondary education





The Breast Feeding Committee for Canada
HEALTH FACILITY DESIGNATED AS
BABY FRIENDLY
FOR BEST PRACTICE IN THE SUPPORT OF BREASTFEEDING
Government of Ontario, Health Services
