

# Family Centered Care Maternal Child Health

## TEN STEPS to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk unless medically indicated.
7. Practice rooming in—allow mothers and infants to remain together—24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

[www.waba.org.ca](http://www.waba.org.ca)  
[www.who.int/nutrition/topics/bfhi/en/index.html](http://www.who.int/nutrition/topics/bfhi/en/index.html)

“Doctors urge provinces to open breast milk banks: Donations of human milk could help sick, hospitalized newborns”

OTTAWA, Nov. 1/CNWI- Pasteurized human milk is a recommended alternative for hospitalized sick newborns when their own mother’s milk is not available, according to a new statement by the Canadian Paediatric Society. The statement, published in *Paediatrics & Child Health*, says that human milk banking in Canada should be encouraged and promoted.

To make informed decisions, parents of sick newborns need to be educated by health care providers about the benefits of breast milk and pasteurized human donor milk. Human milk must be pasteurized before being made available, and milk that has not been processed should not be shared.

The Canadian Paediatric Society (CPS) is a national advocacy association that promotes the health needs of children and youth. Founded in 1922, the CPS represents nearly 3,000 paediatricians, paediatric subspecialists and other child health professionals across Canada.

To read the full statement, visit [www.cps.ca](http://www.cps.ca)

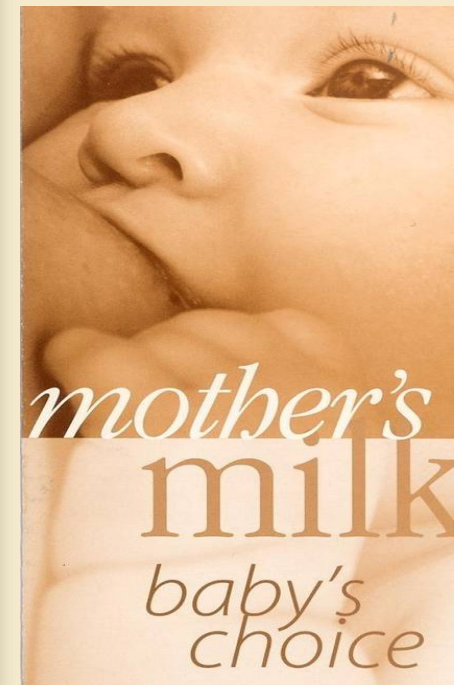
### Research in the News

**Breastfeeding Protects Women with Gestational Diabetes from Metabolic Syndrome, a Diabetes and Heart Disease Predictor**  
<http://dx.doi.org/10.2337/db09-1197>

**Breastfeeding in Toronto - Promoting Supportive Environments, Toronto Public Health**  
[http://www.toronto.ca/health/breastfeeding/environments\\_report/index.htm](http://www.toronto.ca/health/breastfeeding/environments_report/index.htm)

**The Burden of Suboptimal Breastfeeding in the United States: A Pediatric Cost Analysis**  
 Melissa Bartick, MD, MSc<sup>a</sup>, Arnold Reinhold, MBA<sup>b</sup>

PEDIATRICS Vol. 125 No. 5 May 2010 <http://pediatrics.aappublications.org/cgi/content/full/125/5/e1048>



The Baby Friendly Initiative celebrates its 20<sup>th</sup> anniversary in 2010.

The Baby Friendly Initiative ensures “Patient First” Care is provided in a caring manner that is:

- comprehensive
- convenient
- coordinated
- equitable
- informative
- respectful
- timely

## A Primary Maternal Child Health Strategy for Building Coalition Capacity for “Patient First” Care



Breastfeeding Matters

### Goals of this Newsletter are to:

- draw attention to how Saskatoon Health Region staff are working together to empower all women to enjoy full support for their infant feeding decisions
- highlight the role of the Ten Steps in improving breastfeeding rates and food security for vulnerable families
- convey evidence-based research on the benefits of breastfeeding and the risks of artificial feeding
- focus on ways of working with our community partners to make breastfeeding the easiest choice for women.

### Inside this issue:

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Jana Stockham

*"For me, it all began at a staff meeting when I raised my hand to volunteer to represent Healthy and Home at the MBBI committee meetings ..."*

## BFI Journey at West Winds Supports the "Patient First" Review

The Baby Friendly project at West Winds has been quite a journey so far. For me, it all began at a staff meeting when I raised my hand to volunteer to represent Healthy and Home at the MBBI committee meetings (Mother Baby Breastfeeding Initiative). This committee's goal was to work towards achieving a Baby Friendly designation for the Saskatoon Health Region. I recall doing a lot of listening and not much talking as I initially was just trying to grasp what this project was all about. I heard words like "Practice Outcome Indicators" and "International Code of Marketing of Breast-milk Substitutes." What was most meaningful to me was learning that Baby

Friendly was really about ensuring a high standard of care and best practice for mothers, babies and their families. In 2009, the partnership of West Winds and Breastfeeding Matters was fortunate to receive a \$20,000 Community Health Grant. With the overall goal of having West Winds achieve a Baby Friendly designation, this project would focus specifically on completing the Pre-Assessment phase. On March 8th, 2010 we accomplished this goal. Marianne Brophy, lead assessor and co-chair of the Breastfeeding Committee of Canada came to West Winds to interview staff and clients and look at what West Winds has to offer. It was a very successful and encouraging visit.

The Food for Thought program was having a session in our kitchen on the day of her visit and as I watched the mothers cooking together, I was reminded of how proud we all should be as a part of such a supportive and collaborative partnership in our workplace. The opportunity to work with many different colleagues, partners, and families has been a highlight for me personally. I have had to remind myself many times that the "baby" steps we are currently achieving will lead to the achievement of our larger goals. The day we receive the Baby Friendly designation will be a great celebration: in the meantime, however, we will celebrate the journey!

## A Mother's Hope for the Baby Friendly Initiative

My name is Jasmine Lathlin. I am a single mom and my baby, Tashiena, is ten months old. At the time that I became pregnant, I was already caring for two other children as a foster parent. I was also finishing my last year of a degree in Social Work, which I earned in October. Finances have been a definite stressor for my family, and so I was grateful when my doctor, here at West Winds, suggested the Healthy Mother Healthy Baby program as possible source of prenatal support. My worker, Gwen, provided me with a lot of information, helped to set me up for prenatal classes, and boosted my confidence as I made the decision to breastfeed. I learned that my milk would be the healthiest choice for my baby, that my

milk had all the nutrients that my baby needed, that she would have a decreased risk of becoming sick, and that there was no reason for me to worry about paying for formula or extra supplements. I was relieved.

I have always felt supported by my doctor, Dr. Nora McKee, to breastfeed, and at the hospital the nurses were also very helpful. The only thing that could have been better about the experience would have been to have had the Lactation Consultant as often, and whenever, I wanted her there. My support person, baby, and I all stayed together in the same room. I loved that. We were able to get to know one another and we could practice breastfeeding

whenever baby asked for it. The Healthy and Home nurse came to visit us in the hospital, and I really appreciated that she came to our home a few days later to make sure that everything was going well. I think that the support I received is why Tashiena is still breastfeeding to this day...it has been such a special way for us to bond. I hope that the principles of Baby Friendly, which have been initiated, will be developed further in the new hospital.

Thank you,  
Jasmine (and Tashiena) Lathlin



Jasmine Lathlin

*"...the support I received is why Tashiena is still breastfeeding to this day."*

## Breastfeeding Matters UPDATE

### Saskatoon Quintessence Challenge 2010



Saskatoon's *Breastfeeding Matters* group organized this year's Quintessence Challenge. The goal of the challenge is to help promote, support and protect breastfeeding in Saskatoon and area. Once again, the event was a success!

We had 25 mothers who were breastfeeding 26 babies at 11 o'clock on October 02, 2010. This ties us with Bucharest and Peterborough.

The location was new to us this year. It was held at YWCA. The YMCA is a multipurpose facility to serve women's needs in Saskatoon. It is centrally located in the downtown area, and it was a great space for this activity. The many women and volunteers who came created the atmosphere for fostering conversations and building community.

We were extremely fortunate to have successful sponsorship from over 20 businesses and community agencies. The local food security organization, CHEP Good Food Inc, donated the healthy snacks of muffins, cheese and apples. Some of the prizes given to participants included movie passes, baby booties, gift certificates for exercise and much more!

### ANNOUNCEMENTS

**Breastfeeding Matters launches their new website**  
[www.saskatoonbreastfeedingmatters.ca](http://www.saskatoonbreastfeedingmatters.ca)

### The Breastfeeding Café is now open.

Breastfeeding mothers are invited to come and socialize every Tuesday at 10:30 a.m. at West Winds Primary Health Centre. A Lactation Consultant will be available. *For more information, call the Breastfeeding Centre at (306) 655-4806*

## BFI Coalition Building Strategy

It is now time to look to the future as our community prepares for a new Women's and Children's Hospital of Saskatchewan.

West Winds Primary Health Centre (WWPHC) is in the final stages of preparing for the Baby Friendly Initiative (BFI) external assessment. If successful, it would be the first facility in the province to offer this international gold standard of care. Our region's hospital is continuing its efforts to achieve BFI designation. Principles of Family-Centered Care and Patient's First philosophies are well aligned to support the Baby Friendly vision.

Our partnership of Breastfeeding Matters, WWPHC, Public Health Services and CHEP Good Food Inc. has been working to address recommendations based on the recent pre-assessment process toward BFI designation. Through this process we realize the importance of partnering with other stakeholders.

Our first coalition gathering of potential partners was held August 17, 2010. Representatives from the hospital, and the community attended. This was a beginning step leading to planning a major conference on policy strategies for Saskatoon Health Region. The policy is needed to help women and their babies achieve optimum wellness.

## Workshop on Suck/Swallow Issues in Breastfed Infants Well Attended

On September 10th and 11th, the Speech-Language Pathology Department and the Breastfeeding Centre hosted the workshop "Support and Management of Suck/Swallow Issues in Breastfed Infants." It was well attended. Catherine Watson Genna, BS, IBCLC and Lisa Sandora, MA, CCP-SLP, IBCLC were the workshop speakers. A number of different professions were represented at the workshop; it was a great opportunity for sharing knowledge and skills within the health region. As well, it helped us make new partnerships to continue our work of supporting breastfeeding families in our communities.

*For more information, contact Helen Irwin at the Breastfeeding Centre at (306) 655-4843 or email [helen.irwin@saskatoonhealthregion.ca](mailto:helen.irwin@saskatoonhealthregion.ca).*