

# Family Centered Care



## World Breastfeeding Week (WBW) 20th Anniversary

Twenty years ago the World Alliance for Breastfeeding Action (WABA) launched the WBW campaign to focus and facilitate actions to protect, promote and support breastfeeding. Each year, WBW has put the spotlight on various breastfeeding issues.

This year the theme is “*Understanding the past, planning for the future*”.

### Objectives are:

1. To take stock of lessons learnt and achievements from the past 20 years on Infant and Young Child Feeding (IYCF)
2. To assess the status of implementation of the Global Strategy for Infant and Young Child Feeding.
3. To celebrate successes and achievements regionally, nationally, and globally and showcase national work at the global level.
4. To call for action to bridge the remaining gaps in policy and programmes on breastfeeding and IYCF.

### International progress on supporting breastfeeding as a biological norm

- World Alliance for Breastfeeding Action (2012) *Twenty-One Dangers of Infant Formula* <http://www.waba.org.my/whatwedo/advocacy/pdf/21dangers.pdf>
- International Lactation Consultant Association (2011) *Risks of Not Breastfeeding*
- American Academy of Pediatrics (2012) Policy statement: Breastfeeding and the Use of Human Milk <http://pediatrics.aappublications.org/content/early/2012/02/22/peds.2011-3552.full.pdf+html>

### National progress on Baby Friendly Initiative (BFI):

- Breastfeeding Committee of Canada (2012) BFI integrated 10 steps [http://breastfeedingcanada.ca/documents/2012-05-14\\_BCC\\_BFI\\_Ten\\_Steps\\_Integrated\\_Indicators\\_Summary.pdf](http://breastfeedingcanada.ca/documents/2012-05-14_BCC_BFI_Ten_Steps_Integrated_Indicators_Summary.pdf)
- Breastfeeding Committee of Canada (2012) *National BFI Status report* [http://breastfeedingcanada.ca/documents/BFI\\_Status\\_report\\_2012\\_FINAL.pdf](http://breastfeedingcanada.ca/documents/BFI_Status_report_2012_FINAL.pdf)
- Canadian Pediatric Society (2012) Position statement on BFI <http://www.cps.ca/documents/position/baby-friendly-initiative-breastfeeding>
- Health Canada (2012) *Nutrition for Healthy term Infants: Recommendations from birth to six months*. A joint statement of Health Canada, Canadian Paediatric Society, Dietitians of Canada, and Breastfeeding Committee for Canada. <http://www.hc-sc.gc.ca/fn-an/nutrition/infant-nourisson/recom/index-eng.php#a7>

### Saskatoon Health Region progress on BFI:

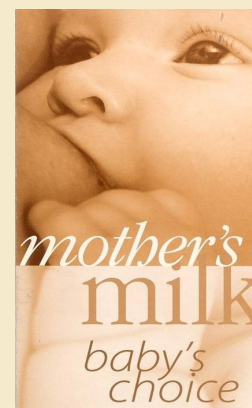
- BFI Collation was organized in 2010 to support the BFI progress in health region
- West Winds Primary Health Care Center was designated in October 2011.
- Population and Public Health priorities now include a focus on increasing the rate of exclusive breastfeeding to 6 months
- *Reducing Infant Mortality in Saskatoon Health Region report 2012* [www.saskatoonhealthregion.ca/your\\_health/documents/SHR-IMR-executive-summary-FINAL-WE1.pdf](http://www.saskatoonhealthregion.ca/your_health/documents/SHR-IMR-executive-summary-FINAL-WE1.pdf)

#### ANNOUNCEMENTS

**Pediatric Grand Rounds**  
**Human Milk Banking: Investing in Excellence**  
**November 15—11:00 a.m.**  
**East Lecture Theatre—Royal University Hospital**

**Breastfeeding Nature's Way**  
**Engaging the Team to Protect, Promote**  
**and Support Breastfeeding Families**  
**May 3 & 4, 2013**  
**Travelodge Hotel, Saskatoon, SK**

# Maternal Child Health



The Baby Friendly Initiative celebrated its 20th anniversary in 2010.

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

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

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

### West Winds Primary Health Centre Celebrates Baby Friendly Designation—January 16, 2012

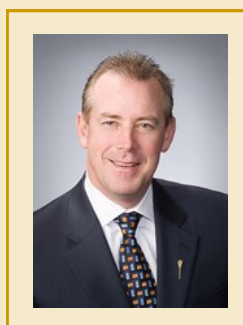


Saskatoon Health Region is pleased to announce that West Winds Primary Health Centre (WWPHC) has been officially designated as “Baby Friendly”. The Baby Friendly Initiative™ (BFI), is a global campaign of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to improve infant feeding practices. This prestigious designation recognizes the effort and dedication of staff along with countless others to protect, promote and support breastfeeding.



#### Message from Marianne Brophy—Breastfeeding Committee of Canada

*"A rigorous accreditation procedure, including scrutiny of policy, documentation and practice, included a three day site visit. West Winds has demonstrated excellence in ethical, family-centred perinatal care. This care is a considerable contribution to the health and well being of their clients."*



#### A Message from the Honourable Don McMorris

*"On behalf of the Government of Saskatchewan and the Ministry of Health, I extend my sincere congratulations to the Baby Friendly Initiative Working Group, the staff at Healthy and Home, Healthy Mother Healthy Baby, and the West Winds Primary Health Centre on receiving the World Health Organization's (WHO) Baby-Friendly Designation."*

*"This prestigious designation recognizes the effort and dedication of these individuals, along with countless others, to protect, promote, and support breastfeeding. The West Winds Primary Health Centre joins more than 20,000 centres in more than 152 countries with the designation, but is the first such centre on the Canadian Prairies."*



*"This designation is an enhancement of the services, support and care we provide for families everyday."*

*"The poster illustrates the hard work and tenacity of all the people involved in achieving this designation. You are also a model and inspiration for other parts of our region and province to also pursue the Baby Friendly designation."*

Maura Davies—CEO , Saskatoon Health Region



*"Congratulations for the Baby Friendly Designation. As many studies have proven, breast milk remains the best form of nutrition for the babies. In premature born babies, breast milk has proven to decrease the rate of infections and to improve all the health indicators."*

*"I definitely support your initiative."*

Dr. Laurentiu Givelichian—Acting Head, Pediatrics



*"This has been an ongoing project for several years and the team efforts of our staff have been instrumental in receiving this designation. It's a wonderful achievement for our care providers and we thank them for their commitment to making West Winds a facility of best practice care for the families that we serve."*

Julie Smith-Fehr—Manager, Healthy and Home



*We are very excited about the recent Baby Friendly Designation of West Winds Primary Health Centre!*

*This facility is a unique environment housing a variety of programs which help to educate, support and nurture mothers and babies in breastfeeding. As the primary site for training family medicine residents in Saskatoon, we have the unique opportunity to work alongside nurses, lactation consultants and other health professionals in promoting the benefits of breastfeeding.*

Dr. Jill Blaser—Physician, Family Medicine



*On behalf of Public Health Services, I wish to congratulate West Winds Primary Health Centre on their achievement of this prestigious designation. As part of the Health Promotion Department food security work plan, the Baby Friendly Initiative will have direct impacts on a number of health indicators to reduce health inequities for vulnerable populations and improve social environments so that all individuals, regardless of age, can thrive.*

Dr. Julie Kryzanowski—DMHO, Population and Public Health



*The infant Nutrition Research project arose as a response to the issue of increasing demand for emergency infant formula requests. Parents and stakeholders were interviewed and results pointed to the need for greater support for all parents of infants. A response strategy was brought together. This group served as a catalyst for a number of partners to strengthen activities that provide support to mothers and infants. One of those partners was Breastfeeding Matters and they applied for health promotion funding to support West Winds as the first site to be assessed for the BFI designation. CHEP is pleased to have played a role in advancing stronger communities that support all babies.*

Karen Archibald—Executive Director, CHEP Good Food Inc.



*"I have breastfed all of my children and may not have done so with my last child if it had not been for the support of West Winds staff and resources.*

*"West Winds supported me during my pregnancy with cooking classes on how to make meatless dishes. The services offered by West Winds enabled me to maintain the health of my baby before and after pregnancy. "*

Delphine Snakeskin, Mother