

NB BABY-FRIENDLY™ NEWS



New Brunswick Baby-Friendly™ Initiative Advisory Committee

A Year in Review

The year 2006 will be remembered as the collective beginning of the journey towards the Baby-Friendly™ Initiative in New Brunswick.

On January 19, 2006, the Minister of Health announced that all hospitals, Public Health offices and Community Health Centres were expected to undertake steps towards achieving Baby-Friendly™ Initiative Designation.

March brought the first NB BFI Roundtable hosted by the NB BFI Advisory Committee. Management representing the Regional Health Authorities from across the province gathered to learn more about the Baby-Friendly™ Initiative. Each Regional Health Authority was encouraged to establish a BFI committee and complete a BFI self-assessment survey to identify their successes and challenges. The insights gained from the self-assessment survey will contribute to the development of the RHA action plan for achieving BFI designation.

To date, six out of eight Regional Health authorities have met with the NB BFI Advisory Committee and have started to work on the BFI self-assessment for their facilities.

To support RHAs in their work of increasing awareness about BFI and breastfeeding, a series of six posters, fact sheets and a pamphlet were developed and are available free of charge to the NB RHA BFI committees.

In 2006, four 20 hour courses: *Breastfeeding Promotion and Support in a Baby-Friendly™ Initiative Facility* were offered in various regions of the province to health care providers.

So far a total of **213** health care professionals and service providers working with mothers and families have received

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training on the basic of breastfeeding management. In 2007, the NB BFI Advisory Committee will once again offer the 20 hour free of charge in six regions.

The initial phase of the Infant Feeding Study has started in most regions in the province. This research will inform government of current infant feeding practices and provide baseline information to evaluate the impact of the implementation of the Baby-Friendly™ Initiative on the breastfeeding rate and duration.

On October 19, 2006 The SERHA officially launched their commitment to work toward BF Designation. Jackie Phinney LPN along with the Staff of the Maternity Ward used the Baby Friendly™ Initiative as their theme for this year's Christmas tree. They did a great job- another opportunity to educate.



A Glance at Breastfeeding Support in NB Communities

The BFI requirements of Step 10 and Point 7 clearly reflect the crucial role of the community in valuing and enabling breastfeeding. Across the New Brunswick there is a variety of breastfeeding support available for mothers and families.

South-East Regional Health Authority Moncton Hospital:

- Breastfeeding clinic (Lynda: 857-5208)
- Prenatal clinic (Ruth: 857-5498)
- Planned Maternity Clinic (Ruth: 857-5498)

Beausejour Health Authority

- Prenatal and post natal Clinic at George Dumont Hospital (862-4068)
- Mairaine allaitement for Kent county (Janice 524-9915)

Atlantic Health Sciences Corporation

- A list of breastfeeding support and services is available on the *Saint-John Breastfeeding Alliance* website: www.sjba.ca

River Valley Health Authority

- Breastfeeding Clinic/Mother Baby Clinic (452-5878)
- Bosum Buddies in Oromocto-contact Public Health at 357-4008, VON-357-8542
- Breastfeeding Support Group-Stanley Health Center-contact Charlene Merrill at 367-7730
- Breastfeeding clinic at UNB-Gail at 458-7643

Regional Health Authority 4

- Mother Baby Clinic: 739-2323
- Mother Baby help line: 1-800-737-2323

Restigouche Health Authority

- Public Health offers a Breastfeeding support group, Support-moms Network, home visiting, electric breast pump (789-2266)
- Mother-child clinic at the Regional hospital (789-5068)
- Prenatal and postnatal course (over 24 years of age) (753-4172)



Acadie Bathurst Health Authority

- Réseau Entraide Allaitement - Acadian Peninsula (Louise 726-2262)
- Breastfeeding consultation - Acadian Peninsula (Louise 726-2262)
- Nursing God Mothers- Bathurst (Sharon 544-2367)
- Breastfeeding clinic - Bathurst (544-2367)

Miramichi Regional Health Authority

- Nancy and Kim Breastfeeding Support Services (627-7569)
- Mommies & Tummies Club (peer support group) (Jennifer at 622-1524 or jennyd@nbnet.nb.ca)



La Leche League meetings and leaders are available in the Fredericton region, Kennebecasis region and Moncton. For information on the monthly meetings or contact information: www.lalecheleaguecanada.ca

Healthy Baby and Me offers prenatal and postnatal programs for young parents (24 years and under) in all regions of New Brunswick. For more information, contact the provincial coordinator: Christine LeBlanc at leblancc@von.ca

Early Childhood Initiatives provides prenatal and postnatal services to eligible clients. Public Health nurses and nutritionists offer home visits.

Congratulations to the Breastfeeding Peer Support group in Kent region which is raising public awareness for breastfeeding in a unique way. They created a theater play with the collaboration of many local artists and community service providers in their region. The play will be presented on February 24 at 20:00 and on February 25 at 14:00 at the Alcide-F.-Leblanc room of the Mgr-Marcel-François-Richard school (49 rue du Collège) in St-Louis. For more information or tickets, contact Anne-Renée Landry at 743-5929 or Janice Daigle at 523-8161

La leche League – a successful model for breastfeeding support

Part of a worldwide organization dedicated to breastfeeding support in the community, La Leche League Canada is a charitable organization which encourages, promotes and provides mother-to-mother breastfeeding support and educational opportunities. La Leche League International was formed over 50 years ago and is the largest women's health organization, as well as the world's leader in mother-to-mother breastfeeding support. The first LLL affiliate was Ligue La Leche (Canada français); it continues today as a French-language affiliate, along with the English-language La Leche League Canada. Currently, there are three La Leche League Canada Groups in New Brunswick, and it is hoped that a Ligue La Leche Group will be set up again soon. Each Group holds monthly meetings led by an accredited LLL Leader; the Leader is also available for telephone help and support. La Leche League Leaders are mothers who have breastfed or are breastfeeding, and who believe in the importance of the breastfeeding relationship. They are volunteers who have spent an average of 18 months learning about breastfeeding management, nutrition, childbirth, child development and parenting, as well as group dynamics and management and communication skills, all in order to encourage and help mothers to breastfeed their babies. All have access to a wealth of knowledge, in the form of books and leaflets that are available for purchase or through their lending library. Most importantly, LLL leaders have access to resource people who specialize in a particular area, such as more complex medical and legal situations, communication skills, training and education, meeting facilitation and management. Mothers who are expecting, breastfeeding or interested in finding out more about breastfeeding are invited to attend meetings or to call for more information or help. The monthly meetings usually begin with introductions, an icebreaker, a semi-

structured discussion on one or two topics, questions and answers, and informal conversation with healthy refreshments. Breastfeeding babies are always welcome at meetings. Expectant mothers often report that one of the benefits of attending is being able to see mothers breastfeed their babies; new mothers find it valuable to discuss such questions as night nursing and ecological breastfeeding with mothers of nursing toddlers and children. Mothers share their stories and are given information about a wide range of breastfeeding-related topics such as the importance of breastfeeding to the community, preparing for the early days and weeks, helping toddlers welcome a new baby, weaning at various ages and for various reasons, preventing common challenges such as newborn sleepiness or engorgement or overcoming less common ones such as nursing strikes. Women who attend meetings before the birth of their babies, report feeling more confident and competent in the early weeks of breastfeeding. New mothers find it valuable to see how mothers nurture older babies or to listen to the suggestions of mothers breastfeeding toddlers and children. Discussion takes place in a supportive environment where breastfeeding is normal and mothering is valued.

Many Area Conferences (held approximately every two years in Atlantic Canada) offer sessions geared to health care professionals as well as parents, and provide a welcoming environment to parents and their "nurslings"; people who attend will see lots of babies at the breast during sessions, lying on the laps of parents at the back of the room, or carried in slings around the halls.

The 20th International conference of La Leche League in Chicago (July 20-23, 2007) will celebrate the power of breastfeeding and the organization's 50th Anniversary.

Health Professional Seminars provide excellent educational opportunities for nurses, lactation consultants, midwives and doulas. These are also offered in New Brunswick once every two years, on average, with “mini-seminars” planned more frequently starting in spring 2007.

Before becoming accredited as a La Leche League Leader, a mother grows her way through a process that helps her put her experience of mothering and breastfeeding in perspective. Prospective LLL Leaders learn how to develop warm, empathetic, respectful, sensitive, trusting and non-judgmental rapport with the mothers they support; these qualities form the basis of their relationships with their babies as well as their mother-to-mother support. Respect is at the heart of the organization’s philosophy and approach to breastfeeding. Leaders share information and make suggestions, and avoid giving advice. Through their words and behaviour, they empower women by affirming each mother’s importance to her baby and the value of breastfeeding. The meeting environment is designed for each mother to share her story and to listen to those of others as much as it is for learning about evidence-based lactation management practices. Each mother is encouraged to take home what she needs and wants from meetings, and to develop what the *Leader Handbook* describes as “a strong belief, trust, and confidence in her own instincts.”

Leaders are available to provide support by telephone, and, if they choose, through home visits or in other settings. Some choose to serve on committees; Jo-Anne Elder-Gomes is LLLC’s representative on the New Brunswick Baby-Friendly™ Initiative Advisory Committee as well as the Fredericton Breastfeeding Promotion Committee, and is part of the BFI 20 hour course training team. In January 2007, Jo-Anne will also become New Brunswick’s Coordinator for a La Leche League Peer Support program. Mothers who have breastfed their older children for at least six months or who are currently breastfeeding their babies are invited to take part in the program, which will

include three days of training spread over two to three months. They will learn about breastfeeding management, supportive communication and group facilitation, and community resources. When they have completed the training program, they will become “phone buddies” or facilitate meetings in their community under the guidance of the Peer Support Coordinator and other Leaders. We hope that, through this pilot program, peer breastfeeding support will be available to women in more communities throughout the province. Health professionals and mothers who are interested in finding out more about the LLLC Peer Support program or about LLLC in general can contact Jo-Anne Elder-Gomes at 506-455-0413.

Provincial Contacts:

LLLC-Fredericton:

- Joele: 450-2560

LLLC-Kennebecasis Valley:

- Sheryl: 849-262
- Jeannette: 848-0193
- Adrienne: 672-0693
- Christina: 848-9015

LLLC-Moncton:

- Dawn: 388-1852
- Tina: 386-1765

LLLC Provincial BFI representative, Communication Skills Development Facilitator, LLLC Peer Support Coordinator: Jo-Anne Elder-Gomes: 455-0413.

Keeping up to date

Do you sometimes find it hard to keep up to date with the latest research on breastfeeding? It can be time-consuming and expensive to trawl through journals in search of information about clinical practice related to breastfeeding.

If you are a *NB government employee*, one way to make this easier is to get on the distribution list of the NB Department of Health library. You will receive by email the table of content of the *Journal of Human Lactation*, *Breastfeeding Medicine*, and can identify articles of interest to you. To get on the distribution list, simply send your request to: library.dhw@gnb.ca



Did you know?

Did you know that the growth patterns of breast-fed and formula fed infants differ substantially during the first year? According to international growth data, breastfed infants tend to grow faster and to be chubby in the first two to three months and then they tend to slow down more quickly. Breastfed babies are leaner overall at one year old.

Did you know that the World Health Organization (WHO) released in 2006 the **WHO Child Growth Standards for children age 0–5 years old**? “The WHO growth standards establish the benchmark for growth and development based on breastfed infants as the norm for measuring healthy growth and development”. The WHO Child Growth Standards shows that it is not the breastfed infant who is growing inadequately but the formula-fed baby who is fed too much and grows too quickly.

The Breastfeeding Committee for Canada (BCC) Board of Directors officially endorsed the **WHO Child Growth Standards for children age 0–5 years** in August 2006. “You can find the background information and the WHO growth charts on: www.who.int/nutrition/media_page/en/index.html

The theme for the World Breastfeeding Week (October 1–7, 2007) is
Breastfeeding: The 1st Hour Save One million babies!
For more information: www.waba.org.my

Upcoming Training Events in New Brunswick

Breastfeeding Promotion and Support in Baby-Friendly™ Facility – A 20 hour course sponsored by the NB BFI Advisory Committee will be offered **free** of charge!

<u>DATE</u>	<u>LOCATION</u>	<u>LANGUAGE</u>
February 6-8, 2007	Saint-John	English
May 8-10, 2007	Edmundston	French
May 29-31, 2007	Moncton	English
June 5-7, 2007	Bathurst	French
October 3-5, 2007	Fredericton	English
November 14-16, 2007	Saint-John	English

For more information, contact: isabelle.melancon@qnb.ca

The 2nd NB Baby-Friendly™ Initiative Roundtable

For who: Members of BFI committees in RHA and management of RHA

Where: In Fredericton

When: March 22, 2007

For more information, contact isabelle.melancon@qnb.ca

*******STAY TUNED Conference on Kangaroo Mother Care in Moncton on June 1, 2007 by the World renowned Public Health Physician Dr. Nils Bergman**

Registration Form 20 hour course

Name: _____

Position: _____

Address: _____

Telephone: _____

Email address: _____

Select the course you want to attend:

February 6-8, 2007

May 8-10, 2007

May 29-31, 2007

June 5-7, 2007

October 3-5, 2007

November 14-16, 2007

**FAX registration form to
Isabelle Mélançon at:
506-453-8702**

We want to hear from you!

Please send your news, stories or questions to: isabelle.melancon@qnb.ca