

NB BABY-FRIENDLY NEWS

Winter 2009
Issue 7



New Brunswick Baby-Friendly Initiative Advisory Committee

Baby-Friendly Self-assessment NB Provincial results

In 2006-2007, BFI self-assessments were completed by key management and clinical staff in nine hospitals with a maternity unit, all the public health offices and some of the community health centres.

This provincial wide exercise:

- ☞ Helped identify the Baby-Friendly Initiative status in health care facilities.
- ☞ Provided needed information for the development of BFI action plans in Regional Health Authorities.
- ☞ Gave direction to the NB BFI Advisory Committee on how best to support the work being done within the Regional Health Authorities.
- ☞ Resulted in a roll-up report that included specific recommendations to the Department of Health.

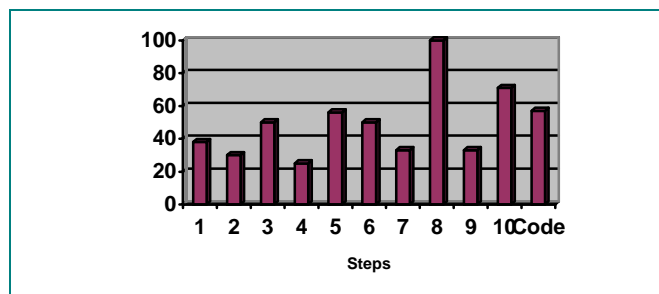
Key findings indicate that health care facilities are at different levels of readiness for the Baby-Friendly designation; however, hospitals with a maternity unit are more ready than either Public Health services or Community Health Centres. All share similar challenges which include:

- lack of financial and human resources to implement the 10 steps or 7 Points;
- cultural and personal beliefs conflicting with some of the Baby-Friendly best practice;
- concerns with regards to the development and maintenance of staff competencies in the promotion, protection and support of breastfeeding.

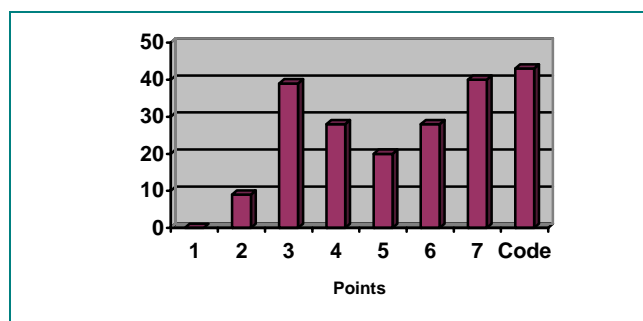
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**Hospitals with a maternity unit
Status in meeting the 10 Steps and WHO Code**



**Public Health
Status in meeting the 7 Points and the WHO Code**

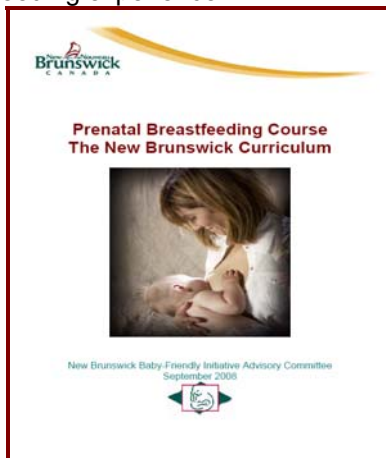


Prenatal Breastfeeding Course The New Brunswick Curriculum

To address the requirements of the Baby-Friendly Initiative Step3/Point3 (***Inform pregnant women and their families about the benefits and management of breastfeeding***) the NB BFI Advisory Committee developed the “Prenatal Breastfeeding Course” curriculum.

Breastfeeding prenatal course facilitators from across the province were invited to participate in a one day workshop to learn more about the provincial curriculum and receive the course materials. As a next step, for a period of 6 months, the fifty facilitators are piloting the curriculum when teaching breastfeeding classes to expectant parents.

This curriculum ensures that parents receive accurate, consistent and evidence based information on the basics of breastfeeding management. It is expected that this will assist them with their decision making and support their breastfeeding experience.



Nurse Practitioners Students and BFI A Win-Win Situation

Last spring, as part of their course on “Advanced Community Development Course”, nurse practitioner students from UNB worked with some of the regional BFI committees.

One project in the Saint-John region, saw Terry-Lynne King preparing a paper entitled “Identifying and Addressing Breastfeeding Gaps in Rural Southwestern New-Brunswick- RHA 2” which will serve as a stepping stone to more research.

Prenatal Baby-Friendly Information Pack

In April 2008, the Upper Valley BFI Community Committee received funding from Communities Raising Children for a Prenatal Baby-Friendly Information Pack. The goals of this project were to:

- Provide evidence based educational materials to families during the prenatal period (20 wk gestation) to inform families that breastfeeding is a health choice not a lifestyle choice.
- Increase the number of families making an informed decision to exclusively breastfeed their babies for the first 6 months of life.
- Decrease the impact of marketing of artificial milk substitutes to families in the community.
- Support families in the community by positively impacting how the community responds to breastfeeding families.
- Increase community awareness.
- Enhance literacy in families by providing tools to increase opportunities for language development.

The committee reviewed the evaluations from the project on gift pack given by Fredericton Promotional Committee in 2007-08 to assist in the selection of items for this pack.

A partnership was also developed with the Talk to Me program in order to include some tools to promote literacy and positive interactions between parents and children.

Some of the unique tools in this pack include: a nursery rhyme/breastfeeding benefits key chain, breastfeeding story book “The Best Gift” by M. Fuchu, an attachment story book “The Kissing Hand” by A. Penn, Manual for Dads, grandparents pamphlet, ribbon car magnet with international Breastfeeding logo.



Prenatal clinic nurse Donna Bolger presents the Prenatal Baby-Friendly information pack to April Wilson during World Breastfeeding Week.

Breastfeeding Requires “Team Work”

Growing up in a family where breastfeeding was the norm I always knew when I became a mother I would breastfeed. On Mother’s Day 2007 my husband, Maxime and I found out we were pregnant and we quickly shared our excitement with our families.

What we did not know was that it would be a happy, yet difficult pregnancy. There were many ups and downs, limited activity, three months on bed rest including one of them in the hospital and always the possibility that she would deliver before her time. We had too much time to think but at the same time we became even more determined and committed to do whatever we could do to have a healthy baby. Breast milk we knew would provide so many benefits for our baby and if she came early it would be vital for her health and well being. We prepared for breastfeeding by attending breastfeeding class, reading and enlisting the support of our families.

Finally, with the excellent care of many wonderful doctors, in January, 2008, we had a scheduled C-section for a baby girl who was in breech position. Everything happened so fast and before we knew it she was here, such pure joy, Gabrielle Faith was gorgeous, full term and healthy. We were thrilled and so pleased the Recovery Room nurse encouraged us to breastfeed right away. I was so nervous and suddenly felt so unprepared. Luckily Gabrielle knew exactly what to do, within 30 minutes with very little help she latched and nursed well for thirty minutes. She led the way and taught me to be patient, to trust my body and to trust her. Maxime and I were so happy.

After a couple of days I developed migraines as a result of an epidural and my milk came in. My breasts were so full Gabrielle could not latch. This was my next lesson. Gabrielle taught me how to let others support me and how to ask for help. The nursing staff attempted to assist me but different nurses would each have their recommendations leaving me feeling lost and unsure of which one to listen to. I decided to go home where Maxime and my family became unspeakably the most important people in my support system.



As breastfeeding was taking up so much of my time and energy, my husband found many ways to assist. Maxime would bath Gabrielle every evening, change diapers, cuddle her and put her to sleep. Meals and housework were not my priority, but he would ensure that there was always something to eat, laundry done and a tidy house. My mother, a lactation consultant, was crucial to helping us breastfeed. She was always so patient and full of wonderful ideas to relieve my engorgement and help Gabrielle latch. Within 72 hours of my milk coming in, breastfeeding again became enjoyable. The encouragement and support of my husband, my mother, and my family during this time was vital. Over the next few months the staff at the Breastfeeding Clinic provided at times a valuable support when Gabrielle needed a weight check or I just needed a little encouragement.

My breastfeeding journey has had many enjoyable moments and a few moments of pure frustration. It has not always been easy but the many benefits of breastfeeding reinforced my determination and commitment on a daily basis to continue to breastfeed. Gabrielle is now one year old, was exclusively breastfed until 6 months and continues to be breastfed. She is healthy, happy and everything we hoped for, Maxime and I are so proud of our teamwork and our accomplishment. The love, support and encouragement from our support system remains a very important part of our journey. I encourage all expectant mothers to learn what they can about breastfeeding, be patient in the early days, trust your body and your baby and ensure you have a good support system...breastfeeding definitely requires teamwork.

Tarah



I think that
breastmilk is
great!!!

Gabrielle, 10 months old

Interesting Resources

DVD:

- Breastfeeding: Bringing baby to the breast. Available at: www.videoallaitement.org
- Breastfeeding Best Practice: Teaching Latch & Early Management. Available at: http://www.associationhome.com/ilca/common/tnt_frontpage.cfm
- A preemie needs his mother, first steps to breastfeeding your premature baby. Available at: <http://www.breastmilk solutions.com/videos.html>
- Breastfeeding, a guide to getting started. Available at: <http://www.breastmilk solutions.com/videos.html>
- Making enough milk, the key to successful breastfeeding. Available at: <http://www.breastmilk solutions.com/videos.html>

Books:

- Continuity of Care in Breastfeeding: Best Practices in the Maternity Setting by Karin Cadwell and Cindy Turner-Maffei. Available at: http://www.associationhome.com/ilca/Common/tnt_frontpage.cfm?Reset=Y
- Breastfeeding and disease: A reference guide by Stephen Buesher and Susan Hatcher. Available at: http://www.ibreastfeeding.com/catalog/product_info.php?cPath=1&products_id=145
- Sleeping with your baby: A parent's guide to co-sleeping by Dr. James McKenna's. Available at: http://www.infactcanada.ca/Resource_Centre.htm

Study modules:

- Independent Study Modules by Barbara Wilson-Clay available at: <http://www.ibreastfeeding.com/catalog/index.php?cPath=15>

Report:

- Canadian Perinatal Health Report 2008. Available at: <http://www.phac-aspc.gc.ca/publicat/2008/cphr-rspsc/index-eng.php>

People in the News

Aline Allain-Doiron, Bonnie Stokes, Louise Thériault and Isabelle Mélançon dietitians and members of the NB BFI Advisory Committee presented a session entitled: "*The Baby-Friendly Initiative: What does it mean for dietitians?*" at the Dietitians of Canada-Atlantic conference (September 2008).

Louise Thériault participated in her fourth BFI assessment in Québec this summer and is now the first "official" Baby-Friendly assessor in New Brunswick.

Congratulations

To the **NEW 2008 IBCLCs**
(International Board Certified
Lactation Consultants):

- * Louise Thériault
- * Nathalie Landry
- * Lynn Godin

They are all from the Acadie-Bathurst Region which now counts 6 Lactation consultants.



« **Le Blues d'la Bouboule** » is a theater production created by the Kent Breastfeeding Support group. This humorous play with a serious message focuses on breastfeeding and is not to be missed.

The play will be presented on Saturday March 14 at 8:00pm at Jeanne-de-Valois building on the Université de Moncton campus.

For more information or for tickets, contact Anne-Renée at: muff@nbnet.nb.ca

New Brunswick is tackling professional education on breastfeeding!

Step/Point 2 of the Baby-Friendly Initiative requires that every health professional who works with mothers and babies has the knowledge and skills necessary to provide quality breastfeeding care.

To address this BFI requirement, the NB BFI Advisory Committee has offered twelve tuition free "UNICEF/WHO 20-hour courses" since 2006. A total of **764** health professionals have received these educational sessions on the basis of breastfeeding management.

In November 2008, a tier activity consisting of a series of workshops given by Dr. Jack Newman was offered. Dr. Newman visited 9 regions during his tour of the province and saw **818 health professionals** (including **124 physicians**) attended the workshops.

Starting early in the summer of 2009, trained mentors will be available to supervise the clinical practicum of professionals who participated in the theory component of the 20 hr course. This new initiative will permit staff to confidently apply the information gained during the sessions.



Dr. Jack Newman with his « bodyguards »: Sylvia, Isabelle, Gilberte and Lisa Lyn

Fourth NB BFI Roundtable

Date: March 20, 2009
Location: Moncton

The program will be available soon and members of the BFI committees across the province will receive an invitation.



A Special Thanks

A special thanks to the trainers for their commitment, time, hard work, expertise and enthusiasm which contributed to the great success of the "20 hr courses". Two teams, one English and one French, ensured that participants received the information in the language of their choice.

English courses:

- Donna Brown
- Jo-Anne Elder-Gomes
- Kim Scott
- Nancy Smith
- Gail Storr



French courses:

- Dr. Natalie Cauchon
- Céline Cormier
- Isabelle Doucet
- Jo-anne Elder-Gomes
- Isabelle Mélançon
- Louise Thériault



Two of the trainers (Jo-Anne Elder-Gomes and Donna Brown) doing a demonstration at the last 20 hr course in Moncton – Oct. 2008

Upcoming conferences

- Spring Mini Conference 2009 "Counselling skills 1001" (Toronto, March 31-April 1) for more information: www.institute@drjacknewman.com
- 19th National Breastfeeding Conference "Breastmilk: a valuable commodity" (Toronto, Oct. 22-23) for more information: www.breastfeedingconference.com

Update on the “Tantramar” Breastfeeding Research

The Mothers and Babies Research Group has had another productive and successful year working with women of the Tantramar Region of New Brunswick and Nova Scotia to collect in the moment experiences of breast feeding, bottle feeding, and women's infant feeding decisions. At this point the group has worked with over 30 women in the region who are currently nursing infants, without whom this project would not be possible. The group is also collecting the infant feeding stories and experiences of women from across the Maritimes through email.

The data collection portion of this project will wrap up in May 2009, and the group has already begun working with the narratives, experiences and stories shared with us by participants. One of the major themes found in the experiences of many participants is that when breastfeeding in public, women spend much more time thinking about and managing the experiences of others. In the article "Breastfeeding Etiquette: thinking about others while breastfeeding" lead author Judith Doyle argues that much time and experience of breastfeeding for many women is spent thinking about others' perception and reaction to their breastfeeding. It also argues that there is a general code of etiquette understood by both breastfeeding mothers and members of the public which details the ways and the where's of breastfeeding in public. This article, led by Judith Doyle and the MABRG research team, has recently been submitted for publication.

The Mothers and Babies Research Group would like to thank all of the women who have, and continue to, share their experiences with us for their time, effort and concern for the experiences of other mothers.

The Mothers and Babies Research Group is committed to the creation of understanding and sharing of women's experiences of mothering in the social and cultural environment of Atlantic Canada through research. The Mothers and Babies Research Group uses innovative methodologies, combining qualitative methods, such audio and photo diaries with semi-structured interviews, allowing women to share their stories and experiences in the moment and in their own words. For more information on the Mothers and Babies Research Group, or to share your story, please visit: <http://www.mta.ca/mabrg> or contact senior researcher Rian Loughheed-Smith at mabrg@mta.ca or (506)364-2631

To learn more about the Baby-Friendly Initiative, visit:

- * <http://www.breastfeedingcanada.ca/>
- * <http://www.gnb.ca/0053/bfi/index-e.asp>



New study on « iron-fortified » infant formula

A groundbreaking study by American scientists has found that “iron-fortified” infant formula can lead to neurodevelopmental delays in healthy children. The extensive study was conducted on nearly 500 Chilean infants and spanned 10 years. Results showed that by the age of 10, children who as healthy infants were fed iron-rich formula scored lower on every neurological tests used by the researchers.

Study: Neurodevelopmental Delays Associated With Iron-Fortified Formula for Healthy Infants, Lozoff et. Al. Presented at PAS 2008: Pediatric Academic Societies and Asian Society for Pediatric Research Joint Meeting

Quintessence Challenge 2008

Did you know that **91** mother-infant pairs at **9** different NB sites participated in the Quintessence Challenge during World Breastfeeding Week?

Congratulations to Bathurst, Bouctouche, Fredericton, Miramichi, Moncton, Richibucto, Saint-John, Shippagan and Woodstock for taking part in this event!

If you want to submit an article or if you have a question, contact the NB BFI coordinator, Isabelle at: Isabelle.melancon@gnb.ca