

Network News



A PUBLICATION OF THE BRITISH COLUMBIA BABY-FRIENDLY NETWORK Spring 2003

NEWS FROM THE NETWORK

The BC Baby-Friendly Network continues working on the many initiatives begun over the past months. Members of the Network continue to provide information and support to facilities as they journey through the process of putting the *10 Steps to Successful Breastfeeding* into action to achieve the Baby-Friendly designation.

Members of the Network continue to be actively involved with agencies around the province who request information and assistance around the process of becoming Baby-Friendly. In order to assist with this process, the Network has developed its own website.

Marianne Brophy, a Network member, chaired a subcommittee of the Breastfeeding Committee for Canada, which recently finalized practice outcome indicators for hospitals who are working toward Baby-Friendly designation. In this newsletter you will find information about the Outcome Indicators.

The Network still has a limited number of two publications available:

- ◇ *British Columbia Baby-Friendly Initiative Resource Binder*. The cost is \$92.50 in BC. This includes shipping and handling.
- ◇ The BCC's document *The Baby-Friendly Initiative in Community*

Health Services: A Canadian Implementation Guide. This is complimentary to public health agencies that may not have already received a copy.

Anyone interested in either of these two publications may contact us at bcbfn@yahoo.com.

Barbara Selwood, Chair BCBFN



WORLD BREASTFEEDING WEEK OCTOBER 1 TO 7, 2003

Development of the 2003 World Breastfeeding Week information package from the BC Baby-Friendly Network is beginning. The theme identified by WABA is "*Breastfeeding in a Globalized World*". We would appreciate any suggestions about the topic of the global perspectives of breastfeeding. If you have any articles, pamphlets, posters, or websites to suggest or would like to submit information you created, please

contact Jeanne Hagreen.

Email:

Jeanne.Hagreen@northernhealth.ca

Phone 1-250-565-2327

**Jeanne Hagreen, Chair WBW
Committee, BCBFN**

THE BREASTFEEDING CHALLENGE!



Support, companionship and connection with other mothers. Once again the Breastfeeding Challenge offers mothers and health professionals the opportunity to come together in a massive display of support for families with young children. In 2002, the Quintessence Foundation sponsored the second annual Breastfeeding Challenge to see which province or territory in Canada could bring together the most mothers and babies (as a percentage of their total number of births) breastfeeding at one time.

On October 4, 2003 at 11:00 am the Challenge is once again on - but it is even bigger than last year. In addition to Canadian provinces and territories American states from as far away as Hawaii are registering for the Challenge. Because the winning geographical area is based on the number of breastfeeding mothers and children as a percentage of the area's

birth rate, even small provinces, territories or states can challenge the record for the most breastfeeding mothers and children.

To register a site for your province, territory or site, see the Quintessence Foundation website for more information at: www.babyfriendly.ca

Frances Jones
Quintessence Foundation

FIR SQUARE: AN IDEA WHOSE TIME HAS COME

Opened in January, 2003, a new unit at BC Women's & Children's Health Centre provides a new model of care for pregnant and newly delivered mothers overcoming substance abuse. Instead of caring for newborn infants in isolation from their mothers as practiced in the past, these infants, who have been exposed to substances, are rooming-in with their mothers. This practice facilitates mothering skills, attachment behaviours and a supportive environment for both mother and baby. Benefits for both mothers and babies are enormous. Skin-to-skin care and opportunities for breastfeeding are two benefits seen.

Prior to opening the renovated Fir Square, staff education focused on overcoming attitudes, providing supportive, non-judgmental care, breastfeeding support and empowering women.

Marina Green
BC Womens & Childrens Health Centre



NEWS FROM DOUGLAS COLLEGE

Ever since the third edition of the Breastfeeding Answer Book (BAB) arrived in early January we have been very busy behind the scenes at Douglas College with updates of the Breastfeeding Counsellor Course to match the substantive changes in the much expanded text. For instance, the book has chosen to change its description of the anatomy of the breast to more closely match the description coming out of the work of Peter Hartmann in Australia.

The new edition of the BAB is heavily referenced and, in the spirit of evidence-based practice, explores the evidence for different approaches to a number of issues such as: the baby who will not nurse; the use of nipple shields; baby's sensitivity to something in mother's diet; the feeding of babies with a cleft of the palate; the importance of human milk for premature babies; the timing of starting solids; galactagogues; and hormonal approaches to induced lactation etc.

With all of the new material incorporated into the text, we have been able to significantly reduce the amount of supplemental reading for the students in the Breastfeeding Counsellor Course, which makes for a lighter course binder! We have also incorporated the use of selected web sites as part of the required reading, so now students will, as part of the course, become familiar with such sites as the BCC, BCBFN, RNABC, INFACT, LLL etc. Student and

instructor notes are receiving a major overhaul and we are very excited about our new look and our new approach.

Our Winnipeg course is up and running, and courses are scheduled for March in Kelowna and Smithers. Courses are ongoing at Douglas College, as usual. We have been commissioned to provide 18 hours of breastfeeding education for three groups of nurses in two health regions in the Spring.

We are pleased to be a part of the wonderful excitement and enthusiasm for breastfeeding that seems to be growing up everywhere around us, like flowers in the spring. Of course, the growth medium is the hard work and dedication of all the people who have been working for a long time, helping to create a breastfeeding culture. This is truly a wonderful time to be involved in the protection, promotion and support of breastfeeding.

Sandra Yates
**Douglas College Breastfeeding
Counsellor Program**



News from the...
*Breastfeeding Committee
for Canada*



*The National Authority for
the BFHI/BFI in Canada*

The BCC activities are centering on two projects funded by the Population Health Fund and the Diabetes Strategy Fund of Health Canada. The first is the implementation and evaluation of BFI in Community Health Services which is an extension of the BFI in hospital strategy. This provides continued support to breastfeeding mothers to assist them to breastfeed longer and ultimately increase breastfeeding duration rates. To have BFI assessors that can assess both hospitals and community health services, BFI Assessor Workshops are provided. Participants attending are selected by their provincial and territorial BFI committees and must commit to undertaking assessments as required. They will become the recognized BFI assessors for both hospital and community BFI assessments. The first workshop was held in February and a second will occur in the fall. The instructor is Marianne Brophy, a UNICEF educated assessor, a Lead Assessor for Canada, Chair of the BCC BFI Assessment Committee and a member of the BC Baby-Friendly Network.

Documents providing guidelines for agencies working towards Baby-Friendly designation and used by the BFI assessors have been developed. The 10 Steps and Outcome Indicators for the hospitals document is described in this Newsletter and the indicators document for Community

Health Services is being finalized and will soon be available on the BCC website.

The BCC Provincial and Territorial BFI Committee, chaired by Barbara Selwood, have met by teleconferences and will meet face to face in May. Communication strategies that link BFI provincial and territorial committees in provinces are in process. These will facilitate information sharing for BFI and breastfeeding promotion in Canada.

Hospitals across Canada are continuing to work towards BFI designation. The significance of the process of becoming Baby-Friendly is that all mothers, infants, and families attending that maternity service, benefit whether or not they choose to breastfeed. The practices necessary for becoming Baby-Friendly are evidence-based best practices for providing optimum family-centred care. Assessments of hospitals in Canada are taking place. Watch for an announcement of another Baby-Friendly hospital in the near future.

HEALTHY EATING BEGINS AT BIRTH is a focus of the BCC diabetes project that aims at diabetes prevention in the long term. Programs for childbearing women that include breastfeeding support, healthy eating, and active living are being piloted in Thompson, Manitoba and Miramichi, New Brunswick. Development of the women's programs is based on individual community and participants' needs. In addition, workshops are held to inform and assist health professionals to provide breastfeeding, healthy eating, and active living support to childbearing women. They were well attended in each community. An outcome of this project is program models that could be adopted by communities in Canada to assist

childbearing women with breastfeeding healthy eating, and active living.

The BCC has a new website address and is starting to develop this website as a key strategy for BFI information and BFI links across Canada. Watch the developmental progress at www.breastfeedingcanada.ca.

The report of the 1999-2002 BCC project, the Implementation and Evaluation of the BFI in Canada is completed. It will be available on the BCC website in the near future.

The BCC Board of Directors met in March and restructured committees to facilitate greater participation in the work of the BCC. Support and help is needed for the increasing workload of this voluntary organization.

Of interest is that UNICEF International has extended the BFHI to "*Baby-Friendly and Beyond: Integrated Care for Mother and Child*" to reflect the importance of breastfeeding as an integral part of early child development. Canada and the UK, two countries with the vision to advance BFI to community health services are well positioned for contributing to this component of the 2002-2005 UNICEF strategic plan.

Although at times the journey towards Canada becoming a breastfeeding rather than a bottle-feeding culture seems slow and arduous, progress continues in a positive direction. It was just over four years ago (November 1998) that the BFI, as an internationally recognized strategy for accomplishing this goal, was launched in Canada. We have come a long way. The BCC congratulates and thanks all those who are making this advancement a reality.

Roberta Hewat
**Breastfeeding Committee for
Canada**

“MAKING A DIFFERENCE” – AN 18 HOUR BREASTFEEDING COURSE

Quintessence Foundation is pleased to announce that it will host the presentation of an 18 hour Breastfeeding Course (based on the WHO/UNICEF 18 Hour Course, 1993) across Canada. This course is presented by Marianne Brophy and Kathy Venter, IBCLC's with a combined 26 years of international and Canadian Baby-Friendly Initiative (BFI) teaching and assessing experience. The goal is to present the best practice perspective of Baby-Friendly in a way that empowers those who are in daily contact with mothers and babies. In order to bypass education bottlenecks in these times of fiscal restraint, the

course is offered on a cost recovery basis (approximately \$115 per participant, excluding in-kind contributions by the facility). Any monies after expenses are donated to Canada's only Human Donor Milk Bank at BC Women's Hospital. Quintessence Foundation charges no fees, nor benefits financially in any way for providing the administrative and accounting services for this course. The 18 hour course covers the basics of breastfeeding, and includes a practicum session with mothers and babies, and comprehensive coverage of the BFI 10 Steps Practice Outcomes Indicators.

The Practice Outcomes Indicators for the BFI 7 Point Plan for Community Health Services will be included when they are available from the Breastfeeding Committee for Canada. IBLCE CERPs are available. Further modules are planned to offer more in-depth information in particular practice areas. As demand increases, and to further build capacity, course facilitator training is planned. For more information on this course, e-mail the Quintessence Foundation at: babyfriendly@canada.com



INNOVATION FROM THE ISLAND – FATIGUE & BREASTFEEDING

This was response from Duncan, BC to a LACTNET request for help and info on the issue of exhausted moms and complementary feeds at night. Good for Duncan for coming up with a solution that involved moms and staff!



When this was looked at locally the administrator asked 'Why the fatigue?' WHY are the moms so tired? Is it the hospital routine (no sleeping during the day)? Is it lack of support for tasks not involved in infant care? If so change it. We ran focus groups with parents and quickly discovered it was visitors, both theirs and their roommates, that were the greatest problem. The focus groups redesigned visiting hours making them much more strict than anyone had expected. The moms are in hospital for such a short time that they need to focus their time on healing and getting to know this new family member. Of course immediate support people are welcome at any time. We are talking about great Aunt

Sadie who you haven't seen in 5 years and her dog (literally!) For a short period student nurses actually sat at an information table by the maternity floor doorway and controlled access. Now the doors are kept closed (not locked) at all times, a large display explains why visitors are encouraged to visit at a later date and how the rules were decided upon. Each room has a white board on it for the moms to write messages. The messages usually say their names, the baby's name and a thank you for coming - "I am tired/sleeping/feeding please come to see me at another time". The visitors can write on the boards and leave messages in return although I don't know how often that happens.

While this doesn't fix all of the problems, look around to see what you are doing that prevents moms from getting sleep at any time e.g. can noise be reduced mid day so they can sleep during the daytime if they have a night wakeful infant. What would happen if they were at home but with the benefit of nursing care, and meals? Can that atmosphere be reproduced at least partly? What can be done to prevent a mom from getting that exhausted in the first place? Prevention before treatment :)

**Submitted by
Rhoda Taylor, BA, IBCLC
Vancouver Island**



NEWS FROM THE BREASTFEEDING COMMITTEE FOR CANADA – PROVINCIAL / TERRITORIAL SUBCOMMITTEE

The Provincial/Territorial Subcommittee of the BCC is made up of a representative from each of the provinces and territories across Canada. The purpose of this group is to share information and develop strategies to further the success of BFI implementation in Canada.

To date there has been a survey of the participants regarding the status of their province/territory in relation to the BFI implementation as well as a listing of areas where support for the BFI process could be beneficial.

There are many ideas and strategies that have been developed by many of the groups. Sharing this information

can only enhance the BFI Implementation across the country.

It is expected that the group will be holding a teleconference meeting in the coming weeks.

Barbara Selwood
Chair BCC P/T Subcommittee

THE 10 STEPS AND OUTCOME INDICATORS FOR BABY-FRIENDLY HOSPITALS IN CANADA

The Baby-Friendly Initiative is an international program for putting the *10 Steps to Successful Breastfeeding* into action, to improve breastfeeding outcomes for mothers and babies. The Breastfeeding Committee for Canada has recently finalized practice outcome indicators for hospitals who are on the Baby-Friendly journey. The goal of these indicators is to make explicit BFI outcomes that constitute evidence of best practice, or evidence-based practice. These are the practices that an assessment team will be looking to verify at the time of external assessment. Many parties expressed a need for such indicators, to be sure that everyone is singing from the same song sheet, before an external assessment is arranged and costs incurred. Many facilities inquire about a model breastfeeding policy. As with all things in the BFI, the journey of creating a policy that has a buy-in from all parties concerned adds immeasurable value to the end product. With indicators as to what the policy should include, facilities have a map for the journey. Similarly, staff education is costly and time consuming, and many facilities have inquired about “approved” programs, lest funding is “wasted” on a program that does not measure up. There is no one right program for everyone,

and facilities are encouraged to determine whether the program they have in mind meets the criteria for Step 2, and whether the curriculum covers all 10 Steps, as outlined in the Outcome Indicators.

The Outcome Indicators are presented in the form of a checklist, which supplements the self-appraisal tool. In using the two together, facilities will know which practices are in evidence, and where further work needs to be done. Prior to a pre-assessment, the completed self-appraisal tool and indicator checklist are reviewed by the appointed assessors, together with some of the hospital’s documents (breastfeeding policy, staff orientation to policy outline, education curriculum for staff who offer direct care to breastfeeding mothers, prenatal education curriculum and all written information for parents). At the next step, the pre-assessment visit, the Outcome Indicators guide the assessor and her reporting. In the final step of external assessment, the assessment tool determines whether there is adequate evidence of Baby-Friendly practice outcomes i.e. the interview process shows the evidence that all 10 Steps are operational and not just intentional!

The 10 Steps and Outcome Indicators will be available on the BCC website at www.breastfeedingcanada.ca. The BCC is currently finalizing Outcome Indicators for the Seven Point Plan for BFI in Community Health Services. The final document will include the 10 Steps Outcome Indicators and the 7 Point Outcome Indicators, reflecting that the BFI is a single initiative across a continuum of services. Members will be notified as soon as this comprehensive document is available.

Marianne Brophy, BCC BFI
Assessment Committee Chair

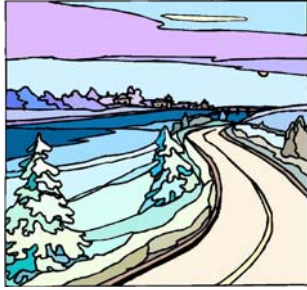
THE BC BABY-FRIENDLY NETWORK HAS A WEBSITE!

For information on the Baby-Friendly Initiative and activities of the BCBFN see:

www.bcbabyfriendly.ca



ROAD TRIP TO PRINCE GEORGE!



The Spring BCLCA conference was held on April 11 and 12 at the College of New Caledonia in Prince George. The Keynote Speaker was Marianne Brophy. The conference also included panel discussions with speakers from Prince George and Quesnel including

Jeanne Hagreen, Lynn Shien, Judy Radysh, and Phyllis Turner. These speakers have acute care and regional public health experience.

The focus of this conference was the Baby-Friendly Hospital Initiative. There were 27 participants, ranging geographically from Kelowna, Kitimat, Ft. St. John, Quesnel, MacKenzie and locally. Experiences ranged from Hospital RN's, Public Health RN's, LLL leaders, and leader applicants, Lactation Consultants, and one midwife. Discussion included putting the 10 Steps into practice in the hospital and community to further develop a seamless approach in assisting breastfeeding families.

There was also the announcement of the launch of Northern Health Authority purchasing the first online breastfeeding education module from Children's and Women's, and the availability of the module throughout the region to provide support to health care members.

Jeanne reports that the snow was melting, it was a beautiful sunny day, and the participants were enthusiastic.

Submitted by
Kathy Ward-Driscoll,
President of the BC Association of
Lactation Consultants

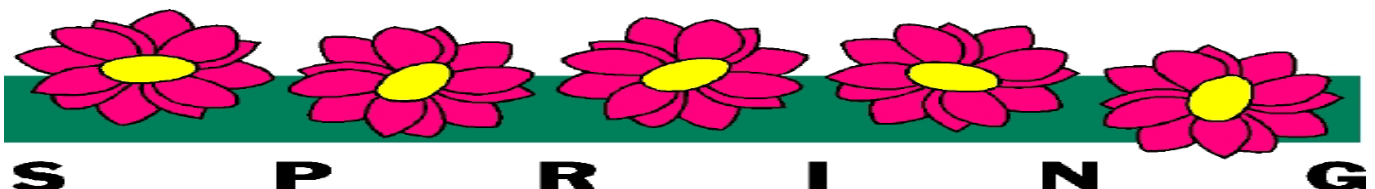


CATCH THE SPIRIT ON JUNE 13!

A WORKSHOP ON THE CANADIAN BFI PRACTICE INDICATORS FOR HOSPITAL AND COMMUNITY

This six hour workshop includes a review of both the BFI 10 Steps Practice Outcome Indicators for use in hospitals and the practice Outcome Indicators for the BFI 7 Point Plan for Community Health Services. These documents have been developed through the Breastfeeding Committee for Canada and provide guidance to health professionals about the specifics of the BFI assessment process in Canada. Agencies working toward having BFI assessment will need to be familiar with the information provided in this workshop.

The three presenters have experience working with the indicators and assessments. All three presenters also have extensive experience working with breastfeeding families. This workshop would be helpful to anyone interested in the Baby-Friendly Initiative and the provision of excellence of care in maternal-child health. The workshop will take place on June 13, 2003 at the Chan Centre for Family Health Education in Vancouver. Cost is \$25.00 (includes lunch). For further information contact: (604) 875-2282.



BC Baby-Friendly Network Member Organizations

◆BC Dental Hygienists Association ◆BC Dietitians' and Nutritionists' Association ◆BC Association of Lactation Consultants
◆BC Reproductive Care Program ◆Breastfeeding Committee for Canada◆Children's & Women's Health Centre of BC ◆Douglas College Breastfeeding Counsellor
Program ◆ Fraser Health Authority ◆Health Canada: Health Promotions & Programs ◆La Leche League BC and Yukon ◆Midwives Association of BC ◆Ministry
for Children and Families ◆Ministry of Health ◆North Peace Community Authority ◆Quesnel Perinatal Committee ◆Pharmacy Association of BC ◆Prince George
Perinatal Services Steering Committee ◆Quintessence Foundation ◆Registered Nurses Association of BC ◆Vancouver Island Health Authority

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