

*Strategic Partnerships for
Excellence and Efficiency
in Providing Breastfeeding
Support for Toronto
Families*

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- “ Context
- “ Breastfeeding Service Delivery Model
- “ Results
- “ Lessons Learned
- “ Implications for Future Growth
- “ Implications for Research
- “ Questions

“Population of over 2.6 million

” 31,000 births each year

”12 birthing hospitals

Breastfeeding Services in Toronto Public Health

- ” Referrals from birthing hospitals
- ” Telephone/written contacts
- ” Offer of BF clinic and/or home visit
- ” Services provided by about 70 Public Health Nurses in 6 geographical teams

Breastfeeding Service Delivery Model – Two Components

- ” Moving majority of face-to-face interventions to clinic setting
- ” Breastfeeding clinic expansion

Process Strategies:

- Pilot
- Participatory approach
- Home visit criteria

“Home Visiting Criteria

“Work Flow

“Documentation Tool and Guide

“MIH Referral Response Guidelines

“Telephone Assessment Script

“Data Collection Tools and Guides

“PHN Feedback Log

“Benefits of Attending BF Clinics

Birthing Hospitals

- . Seamless transition
- . Part of routine postpartum/post discharged care

Community Health Centres

- . Existing client pool
- . Similar in philosophy, mandate and target populations
- . Accessible locations

Public Health Run Clinics

- Autonomy
- Flexibility
- Accessible locations

“Physical space

“Furniture and equipment

“Lactation Consultants/Nurse Practitioner

“Documentation and storage

“Memorandum of Understanding

“Roles and Responsibilities

“Personal visits

“Printed materials

“Media and social media messages

“Central Intake

“Hospital liaison public health nurses

“Mail out letters and flyers to all post partum families

- "Health promotion based model
- "No cost
- "Physical locations
- "Fares for public transit
- "Light refreshment and snack
- "Healthy food bags to take home
- "Public Health Nurse, and LC or NPs or paediatricians
- "Walk-in
- "Weight check for babies
- "Lactation aids
- "Flexibility in hours of operation

In two years:

“# of clinics increased from 3 to 15 with over 183 hours of clinic services per week

“Increased face-to-face interactions from 3900 to 8000 per year

“Achieved 60% efficiencies

“93% of clients breastfeeding issues were resolved

“Increased job satisfaction and improved morale

“Increased impactful services with allotted resources

- “ Secure project sponsor and endorsement from senior management

- “ Participatory approach to implementation
 - “buy-in and continuous improvement
 - “Enthusiasm and ownership of staff

- “ Just-in-time data

- “ Site selection
- “ Building relationships
- “ Formal and informal infrastructure
- “ Understanding context
- “ Clear expectations

Implications for Future Growth

- ” Organize coalition
- ” Build other potential partnerships
- ” Engage academic and/or funders
- ” Partnership for other service modalities

“Outcome indicators and performance measures

“Modes of engagement

“Interprofessional and inter-agency leadership strategies

Questions?

Thank You

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