

# ***Breastfeeding: Making a Difference***

## **5<sup>th</sup> National Community Health Nurses Conference**

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# What is MaD?

- 20 Hour Breastfeeding Course for Health Professional based WHO/UNICEF Model
- Evidence-based
- Helps promote a “cultural shift”



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Breast  
feeding   
Nova Scotia 

# Background

- Provincial Breastfeeding Policy and IWK/PHS Joint Breastfeeding Policy
- Training in September 2009
- Funded by HPP and Districts
- 30 trainers across the Province
- Acute care, Public Health, First Nations
- Trainers: Marianne Brophy and Kathy Venter (Co-Chairs of BCC)



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# Joint PHS/IWK Breastfeeding Policy

The IWK Health Centre and Public Health Services (CDHA) uphold a philosophy that protects, promotes, and supports breastfeeding and respects the decision each mother makes about how to feed her baby.

This philosophy extends from the preconception period through to 2 years of age and beyond. Public Health Services and the IWK Health Centre partner and work collaboratively with community networks to achieve a breastfeeding friendly culture.



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# History of the Program

- 2007 Reproductive Care Program of British Columbia offered program
- 2009 RCP/HPP Nova Scotia initiated program
- 2010 Newfoundland decided to use MaD
- 2010 total 279 trained in Capital, 531 in NS
- 2011 total 53 trained in Capital, 134 in NS



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# Why do we need MaD?



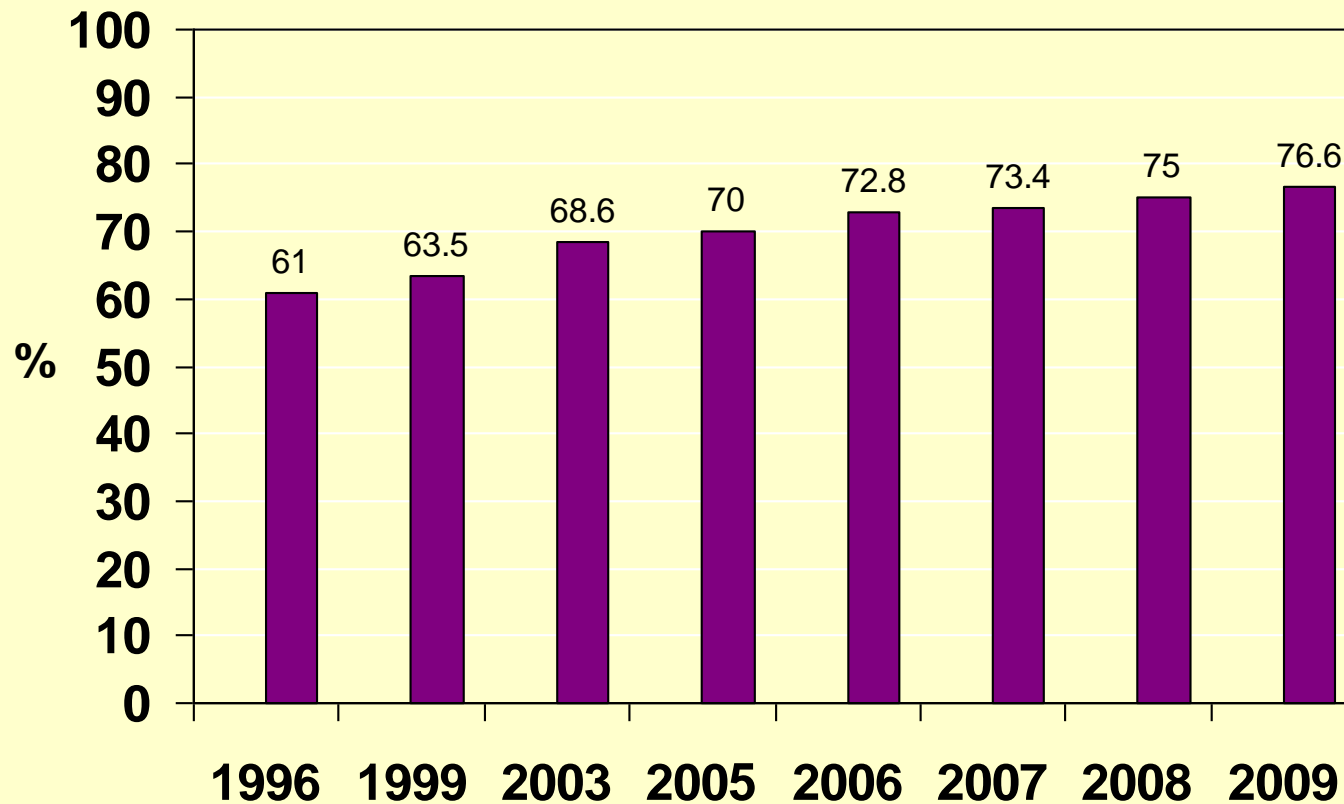
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# Breastfeeding in Nova Scotia

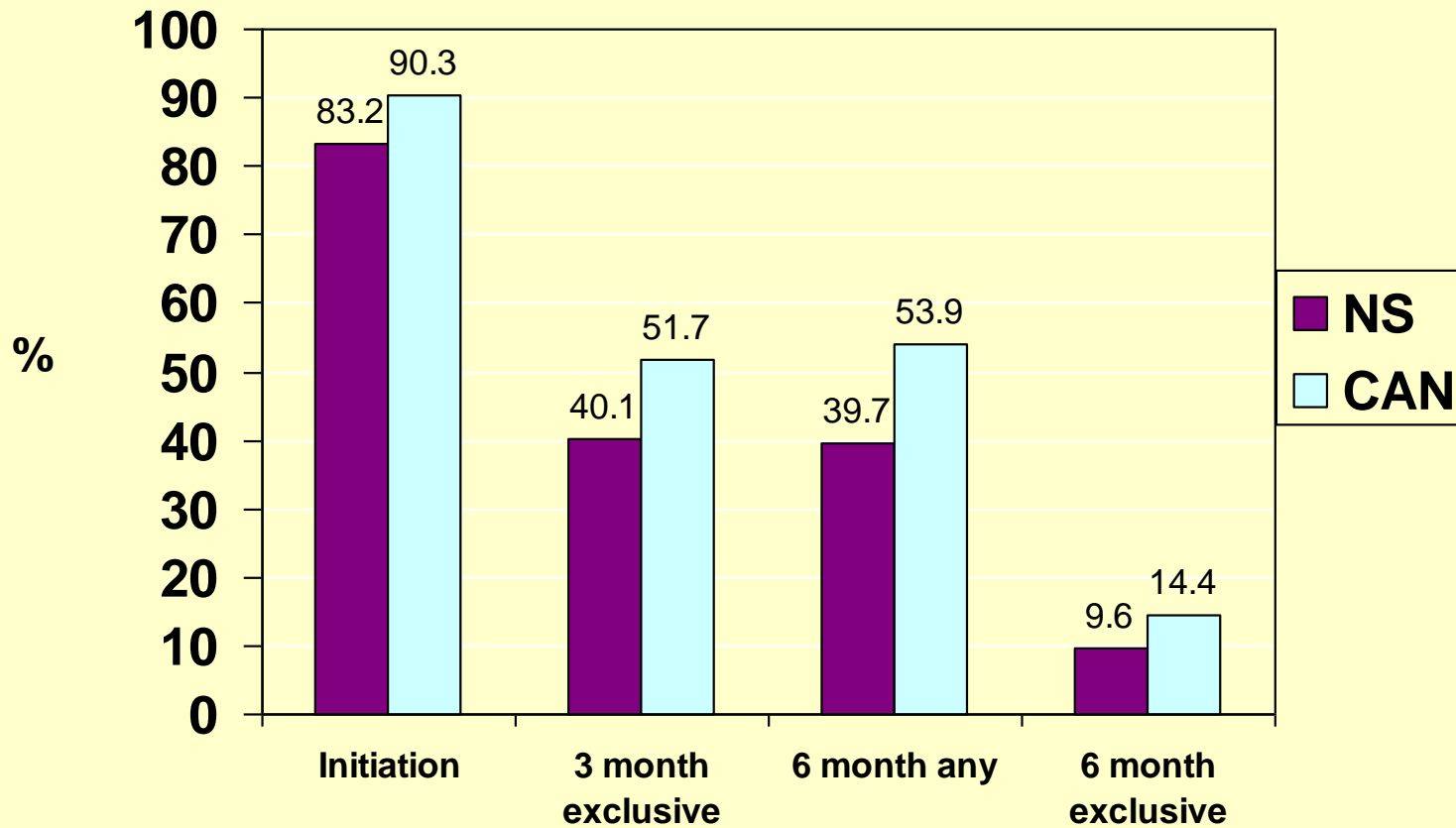
(from NS Atlee Perinatal Database)

## Infant Breastfeeding at Hospital Discharge



## *NS Breastfeeding rates compared to Canadian average*

*(PHAC Canadian Maternity Experiences Survey, 2006-07)*

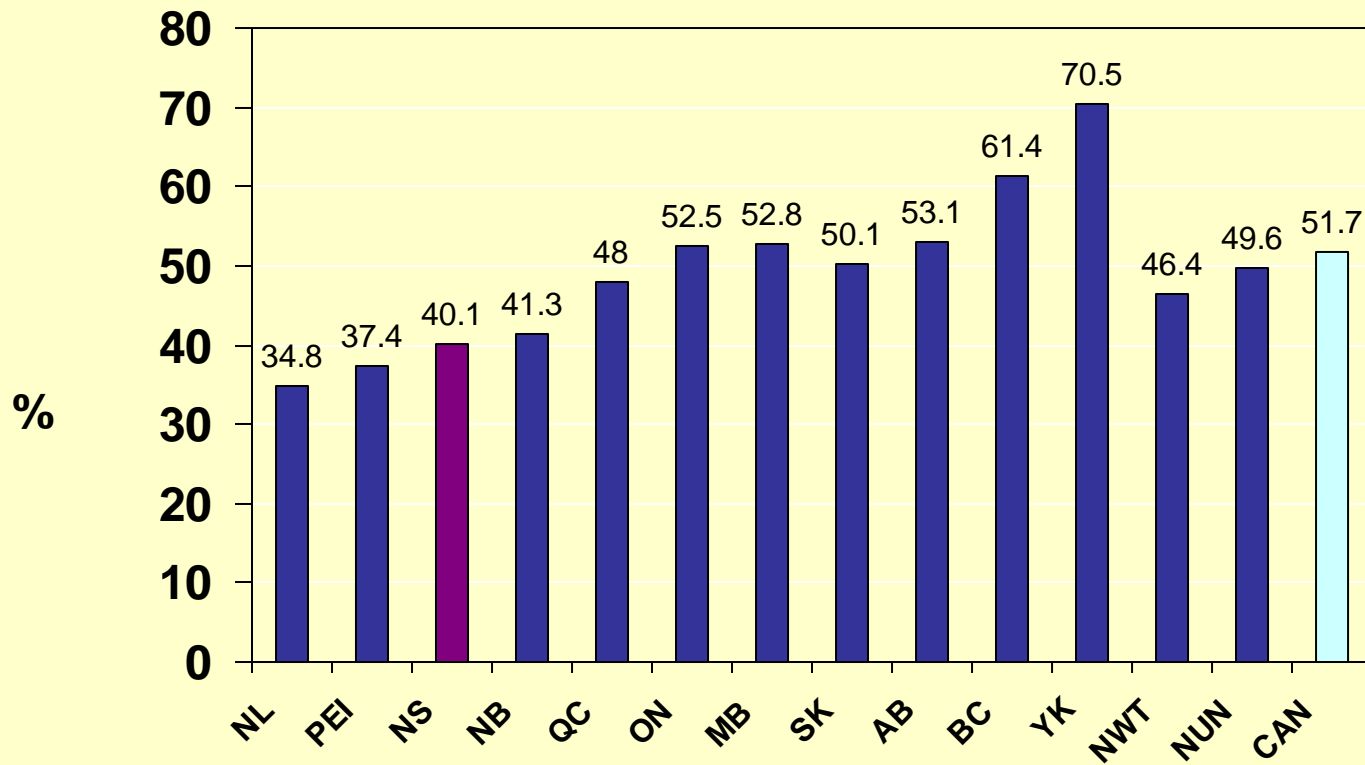




# Breastfeeding across Canada

(PHAC Canadian Maternity Experiences Survey, 2006-07)

Breastfed at least 3 months exclusively



# Objectives of the course

- Increase knowledge of evidence-based practice that protects, promotes and supports breastfeeding
- Enhance understanding of care that facilitates the initiation and maintenance of breastfeeding
- Improve support of breastfeeding across the continuum of services through collaboration



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# Topics Covered

- Preventive, cost-effective health care
- World health Organization and UNICEF guidelines for protecting, promoting and supporting breastfeeding (including the BFI and The Code)
- Anatomy and physiology of the breast – implications for successful breastfeeding
- Initiating breastfeeding and patterns of early breastfeeding
- Achieving effective latching and positioning



# Topics Covered

- Early challenges (engorgement, plugged ducts, sore nipples, mastitis, yeast infections)
- True versus perceived low milk supply
- Breastfeeding babies with health
- challenges and special needs
- Illness in mothers and medications



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# Topics Covered

- Human milk banking
- Introduction of complementary foods
- History taking, counseling and care paths
- The process of change and implementing the BFI

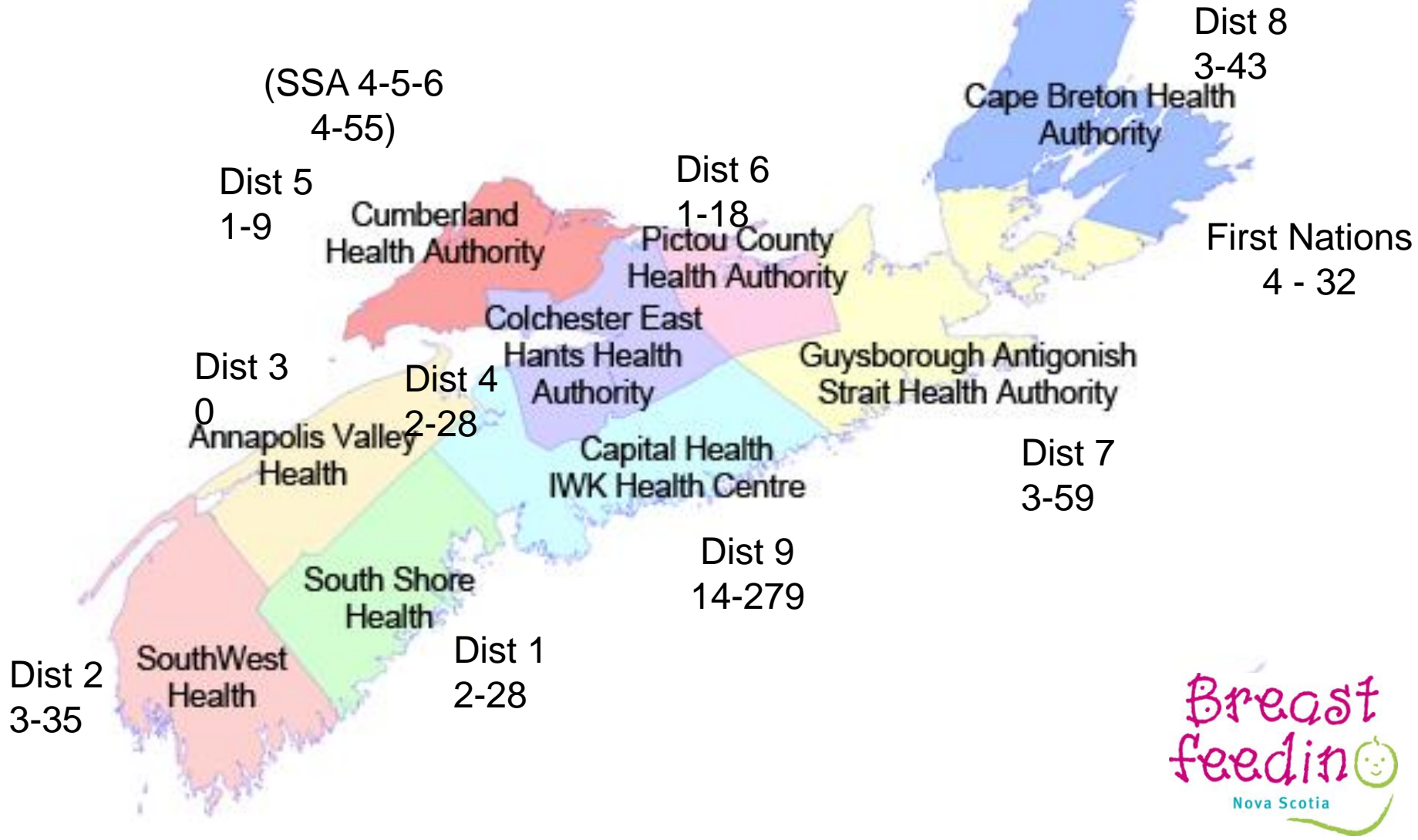


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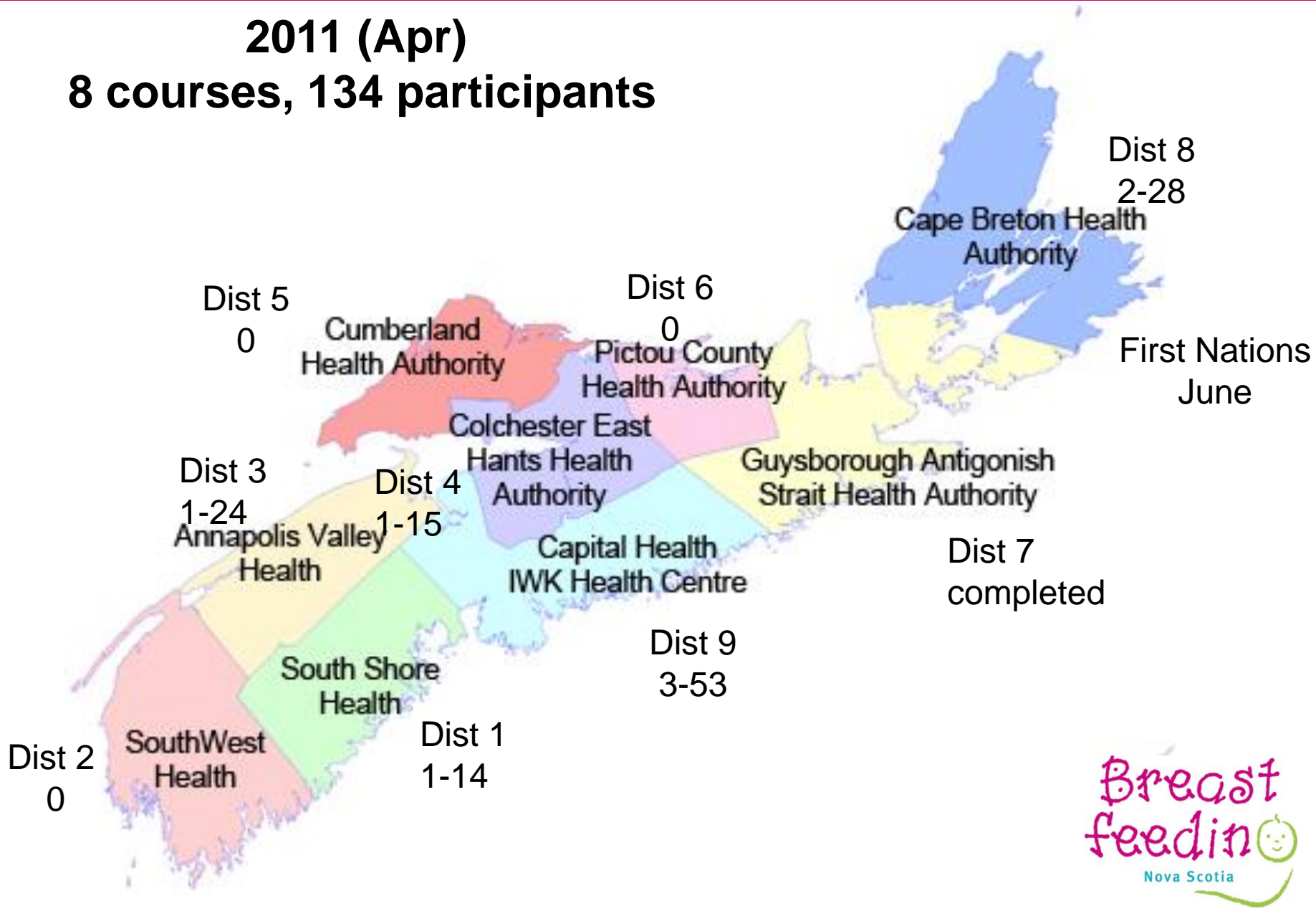
**2010**

**33 courses, 531 participants**



# 2011 (Apr)

## 8 courses, 134 participants



*Total of **41** courses and **665**  
participants in 1 ½ years!*



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# Challenges

- **Cost**
- **Freeing Up Trainers**
- **Space for 20 participants for 3 days**
- **Engaging physicians**
- **Acute Care Trainers not having prep time**
- **Managers expecting education to fix performance issues**
- **Participants and the CODE**
- **Trainer support**
- **To get decision makers to take the course**



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# Strengths

- **Joint Initiative**
- **Resources**
- **Multidisciplinary**
- **Back to basics**
- **Implementing Change**
- **Moms telling their story**
- **Case Studies and group work**



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# Supports

- **Provincial Initiative**
- **Facilitators meetings**
- **Sharing speaker notes**
- **On line network**



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# What people are saying...

- ***“Thank you so much, this will change my practice regarding breastfeeding dramatically”***
- ***“Excellent course – should be the basic information for all new practitioners before interacting with breastfeeding families ”***
- ***“Good useful info that can be translated to workplace”***



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**“ I was a little worried before coming because I thought it would be repetitive bit I was WRONG! Excellent course!”**

**Great course!  
Learned so much and enjoyed it exceptionally**

**Seasoned nurses can learn a lot from this course**

**“BRA”  
Breasts Are Amazing!**



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# Outcomes

- **more skin-to-skin**
- **less supplementing for non-medical reasons**
- **building networks among participants**
- **excitement from participants to want to change**



**“My first 5 patients today were all babies...all but one were exclusively breastfeeding. Three of them had immunizations and nursed through the procedure.**

**Not only did I feel more confident answering questions, I think I asked more appropriate questions**

**So, from the bottom of my heart...thank you, thank you, thank you!!!”**



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# Evaluation

- **Course summary**
- **Pre-test and post**
- **On line impact survey**



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# Other Education

- **Support Staff**
- **Physician**
- **Some work with YHC and Baby Think It Over program, Roots of Empathy**
- **Universities, vocation and community colleges**
- **Day cares**



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*Questions? Comments?*



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