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

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Agenda

- 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
Implementation Tools

- 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
Types of Clinic and Benefits

**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
Requirements of Partnerships

- Physical space
- Furniture and equipment
- Lactation Consultants/Nurse Practitioner
- Documentation and storage
- Memorandum of Understanding
- Roles and Responsibilities
Outreach Strategies

- 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
Client Engagement Strategies

- 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
Lessons Learned

• 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
Lessons Learned

• 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
Implications for Research

• Outcome indicators and performance measures
• Modes of engagement
• Interprofessional and inter-agency leadership strategies
Questions?
Thank You

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