

# NB BABY-FRIENDLY NEWS



New Brunswick Baby-Friendly Initiative Advisory Committee

## What's up with the NB BFI Advisory Committee?

The New Brunswick Baby-Friendly Initiative Advisory committee is a Ministerial committee first established in 1997 as a provincial breastfeeding committee. It was reconfirmed in 2005 as a Baby-Friendly Initiative (BFI) Advisory Committee.

The mandate of the NB BFI Advisory Committee is to inform, support and make recommendations to the Minister of Health in order to meet the goals and objectives of the Baby-Friendly Initiative.

Government, Regional Health Authorities (RHA) and community groups are represented on the Committee which is active in areas of policy, education/public awareness, RHA/ community support, and research.

The NB BFI Advisory committee has been supporting breastfeeding education for health professionals by offering sessions based on the UNICEF 20 hour course. The last three sessions will be offered in 2008. New education activities will begin in 2009.

For the third consecutive year, the committee will host a BFI roundtable in March. At this event, health professionals and stakeholders will have an opportunity to network and learn more on strategies to advance BFI in New Brunswick.

Working groups are currently developing provincial templates for BFI monitoring tools to be used in New Brunswick facilities.

A provincial report on the status of BFI in New Brunswick is under way. It will help to direct actions and BFI strategies in the RHAs across the province.

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### *Quintessence Challenge Results*

During World Breastfeeding week 2007, six regions in New Brunswick officially participated in the Quintessence Foundation's Breastfeeding Challenge. Communities competed to set a record for the most babies being breastfed at one time. New Brunswick had a total of 67 participants.

Congratulations to Caraquet, Fredericton, Saint-John, Richibucto, Bouctouche, Miramichi and Moncton for their work and enthusiasm in participating in this challenge.

For more information on the results, visit [www.babyfriendly.ca](http://www.babyfriendly.ca)



Quintessence group in  
Saint-John, NB



## Question & Answer

### Question:

Can teaching infant formula preparation to pregnant women and their families be done while still respecting the BFI guidelines and WHO code?

### Answer:

The Baby-Friendly Initiative ensures that women and their families receive all the information necessary during pregnancy to make an informed decision. Therefore, health care staff must provide evidence-based information to all pregnant women to allow for an informed decision. The information needing to be discussed is:

- the benefits of breastfeeding
- the health consequences for baby and mother of not breastfeeding
- the risks and the costs associated with the use of breastmilk substitutes (infant formula)
- the contraception compatible with breastfeeding
- the right of women to be accommodated in the workplace
- the difficulty of reversing the decision once breastfeeding is stopped
- the basics of breastfeeding (position, latch, hand expression, cue-based feeding, skin-to-skin contact, importance of rooming-in, normal feeding behaviors, how to maintain lactation, recommendation regarding artificial nipple or soother, importance and recommendations of exclusive breastfeeding and duration)

Pregnant women who are using the prenatal service should be able to confirm that they were given sufficient opportunity to discuss infant feeding. After the mother and her family have received all the information listed above and if the mother and her family have made an informed decision not to breastfeed, the health worker could teach formula preparation and bottle feeding but **only** for those mothers **who request it and/or require it** and the instruction can only be **done individually**, never in a group setting. The information on infant feeding provided should be generic, not promoting a particular brand and should comply with the Code.

For more information, consult:

[http://www.breastfeedingcanada.ca/pdf/BFI%20Ind%20Community%20\(3\)%20March%2024%2004.pdf](http://www.breastfeedingcanada.ca/pdf/BFI%20Ind%20Community%20(3)%20March%2024%2004.pdf)

<http://www.breastfeedingcanada.ca/pdf/webdoc50.pdf>

## A Glance at what the research tells us

According to the Canadian Task Force on Preventive Health Care regarding recommendations on interventions to promote breastfeeding:

- Structured antepartum breastfeeding education improves both initiation and continuation of short-term breastfeeding rates post-partum.
- Peer counselors have a significant effect on breastfeeding rates and duration.
- There is no benefit when written materials are used alone.
- Women receiving commercial discharge packages had lower breastfeeding rates than patients not receiving packages.

The commentary and recommendations for the 2004 review "Interventions to promote breastfeeding: applying the evidence in clinical practice" is available for download at

<http://www.cmaj.ca/cgi/reprint/170/6/976.pdf>

## Breastfeeding research project in the Tantramar region

By Patricia Kelly Spurles and Judith Doyle

This project investigates women's experience of breastfeeding, focusing on decision making about supplementing and weaning. Biweekly interviews with 25 participants are grounded in their periodic audio and visual diaries, from late pregnancy until weaning or 6 months after childbirth. We define our research question as, "How do NB and NS women describe their breastfeeding experience, particularly the decisions, feelings, and events that accompany the decision to stop breastfeeding or incorporate foods before their infant reaches six months of age?" This methodology documents the narratives of early weaning as close to the moment as possible through using participants' own stories as prompts in our semi-structured interviews. In-the-moment self-directed accounts will provide us with greater understanding of breastfeeding decision making in eastern NB and western NS, both regions with lower than average initiation and 6-month-exclusive breastfeeding rates and hence areas of special interest. While this study provides insight into the significant drops in breastfeeding rates that occur at fairly similar intervals nationally, the significance of local social influences, such as culturally shared beliefs about breastfeeding and the degree to which breastfeeding/exclusive breastfeeding is perceived as normative, are clearly implicated in decision making about weaning. Regional variation in breastfeeding is reflected in regional variation in attitudes (Hannan et al, 2005).

While making significant increases since 1983 (Beaudry and Aucoin-Larade, 1989:167) due to local and international breastfeeding promotion initiatives, initiation and six-month exclusive duration rates in eastern Canada are still significantly lower than the national average. In NS and NB, initiation rates are 74.4 and 76.8 percent in 2005, while 15.4 percent in NB and 32.2 percent in NS introduced foods at or after 6 months (CCHS, cycle 3.1, weighted estimates).

Although the demographic and psychological characteristics of women who wean early have been well described, there have been few ethnographic or narrative accounts of the experience from these women's point of view. Few Canadian studies have employed semi-structured qualitative interviews with mothers prior to childbirth and during the breastfeeding period, and none that we have identified have employed this methodology in conjunction with visual and audio diaries. Studies of breastfeeding initiation and duration in NB and NS have generally employed single retrospective surveys (Beaudry and Aucoin-Larade, 1989) or focused on quantitative measures (Wojnar, 2004). Maclean's study (1990) employing biweekly interviews until weaning investigated the experience of an urban Ontario group who were largely middle-class, in a population with a much higher average incidence of breastfeeding than the population we are studying. In this way, our study addresses an important gap in the literature.

The project has received university ethics approval, and is funded by the Medical Research Fund of New Brunswick, Canadian Institutes of Health Research (Regional Partnership Program), and Mount Allison University. The team is led by Patricia Kelly Spurles and Judith Doyle (Departments of Anthropology and Sociology, Mount Allison University), both ethnographic researchers who are experienced in working with large participant groups, and includes the collaboration of clinical breastfeeding specialist Gail Storr, RN BN PhD. The researchers bring their diverse experience as mothers to this work.



### Resources:

#### DVD:

- Baby-Led Breastfeeding... The Mother-Baby Dance with Dr. Christina Smillie available in English at: [www.geddesproduction.com](http://www.geddesproduction.com)

#### Documents/articles:

- "Watch your language" by Diane Wiessinger: <http://www.bobrow.net/kimberly/birth/BFLanguage.html>
- Evidence of the long term effects of breastfeeding: [http://www.who.int/child-adolescent-health/publications/NUTRITION/ISBN\\_92\\_4\\_159523\\_0.htm](http://www.who.int/child-adolescent-health/publications/NUTRITION/ISBN_92_4_159523_0.htm)
- Book: Breastfeeding Management for the Clinician: Using the Evidence by Marsh Walker. Book publisher's website: <http://www.jbpub.com/catalog/076372260X/>

#### Interesting websites:

- Mother's right to breastfeed in public: <http://www.breastfeeding.asn.au/media/rose5.mpg>
- User friendly and centralized database which allow Canadians to search recalled food and children's products that are unsafe or unhealthy: [www.healthycanadians.gc.ca](http://www.healthycanadians.gc.ca)

#### 2008 Breastfeeding calendar:

- IBFAN Breastfeeding calendar (\$15). Order at: [www.infactcanada.ca/mall/calendar.asp](http://www.infactcanada.ca/mall/calendar.asp)
- LLLCanada Breastfeeding calendar (\$10). Order at: <http://www.lalecheleaguecanada.ca/support.php/#calendar>

### International Board Certified Lactation Consultants (IBCLC) in New Brunswick

#### Region 1 South East :

- Ruth MacDonald
- Lynda Leclerc
- Jacqueline Beck
- Kelly Terris
- Lynn Ritchie

#### Region 1-Beausejour :

- Céline Cormier
- Raymonde Gallant
- Dorice Doiron-Gallant
- Jeanette Bourque

#### Region 2 :

- Rayma Wright
- Wendy Sleigh
- Ann Logan
- Sandra Stockford
- Carolyn Goodaire (retired)
- Barbara Montague (not with RHA)

#### Region 3 :

- Donna Brown
- Pamela Munde
- Mary Vickers
- Jo-Anne Elder Gomes (not with RHA)

#### Region 6:

- Dr. Natalie Cauchon
- Sylvia Lebreton
- Gilberte Roy-Allain
- Pierrette Haché (not with RHA)

#### Region 7:

- Nancy Smith
- Kim Scott

For more information on how to become an IBCLC, visit: <http://www.iblce.org>



### Congratulation to the New 2007 IBCLCs

Kelly Terris

Lynn Ritchie

Jeanette Bourque

Sylvia Lebreton

Gilberte Roy-Allain



**NEW**

Now available for the BFI regional committees in New Brunswick

## A fact sheet on the importance of skin-to-skin for parents

**It's my birthday,  
give me a hug!****Skin-to-Skin Contact  
for You and Your Baby****What's "Skin-to-Skin"?**

Skin-to-skin means your baby is placed belly-down, directly on your chest, right after she is born. Your care provider dries her off, puts on a hat, and covers her with a warm blanket, and gets her settled on your chest. The first hours of snuggling skin-to-skin let you and your baby get to know each other. They also have important health benefits. If she needs to meet the pediatricians first, or if you deliver by c-section, you can unwrap her and cuddle shortly after birth. Newborns crave skin-to-skin contact, but it's sometimes overwhelming for new moms. It's ok to start slowly as you get to know your baby.

**Breastfeeding**

Snuggling gives you and your baby the best start for breastfeeding. Eight different research studies have shown that skin-to-skin babies breastfed better. They also keep nursing an average of six weeks longer. The American Academy of Pediatrics recommends that all breastfeeding babies spend time skin-to-skin right after birth. Keeping your baby skin-to-skin in his first few weeks makes it easy to know when to feed him, especially if he is a little sleepy.

**A Smooth Transition**

Your chest is the best place for your baby to adjust to life in the outside world. Compared with babies who are swaddled or kept in a crib, skin-to-skin babies stay warmer and calmer, cry less, and have better blood sugars.

**Bonding**

Skin-to-skin cuddling may affect how you relate with your baby. Researchers have watched mothers and infants in the first few days after birth, and they noticed that skin-to-skin moms touch and cuddle their babies more. Even a year later, skin-to-skin moms snuggled more with their babies during a visit to their pediatrician.

**Skin-to-Skin Beyond the Delivery Room**

Keep cuddling skin-to-skin after you leave the hospital your baby will stay warm and comfortable on your chest, and the benefits for bonding, soothing, and breastfeeding likely continue well after birth. Skin-to-skin can help keep your baby interested in nursing if he's sleepy. Dads can snuggle, too. Fathers and mothers who hold babies skin-to-skin help them calm and cozy.

**About the research**

Multiple studies over the past 30 years have shown the benefits of skin-to-skin contact. In all the studies described here, mothers were randomly assigned to hold their babies skin-to-skin or see them from a distance.

For more information, see Anderson GC, GC, Moore, E, Hepworth, J, Bergman, N. Early skin-to-skin contact for mothers and their healthy newborn infants. [Systematic Review] *Cochrane Pregnancy and Childbirth Group Cochrane Database of Systematic Reviews*. 2, 2005.

Adapted with permission from Massachusetts Breastfeeding Coalition



## 8 X 11 poster and post card size decals and stickers welcoming mothers to breastfeed in public places

**Did you know ??**

**Did you know** that Miramichi Hospital is no longer accepting free breast milk substitutes from an infant formula company? One more step toward becoming Baby-Friendly!

**Did you know** that Regional Health Authority 4 (Edmundston region) partnered with Rogers TV to produce a series of TV ads for World Breastfeeding Week? An effective way to raise visibility and awareness in the community!!

**Did you know** that Restigouche Health Authority launched a drawing contest during World Breastfeeding Week? One of the drawings submitted by a community member will become the official logo for their Breastfeeding Promotion committee. What a great way to engage the community!!



Winners of the drawing contest in the Restigouche region.

Want to inform administrators and the key decision makers in your facility about the Baby-Friendly Initiative?

UNICEF has a tool that can make your job easier!

*Section 2: Strengthening and Sustaining the Baby-Friendly Initiative course for decision makers* available for free download from:

[http://www.unicef.org/nutrition/index\\_24850.html](http://www.unicef.org/nutrition/index_24850.html)

## Upcoming Training Events in New Brunswick

Do NOT miss your last chance  
to participate in the 20 hour course  
sponsored by the NB BFI Advisory Committee

### Breastfeeding Promotion and Support in a Baby-Friendly Facility A 20 hour course (free registration)

<u>DATE</u>	<u>LOCATION</u>	<u>LANGUAGE</u>
January 29-31, 2008	SJRH, Saint-John	English
April 15-17 2008	Dr. George L.-Dumont Hospital, Moncton	French
October 28-30, 2008	Moncton Hospital, Moncton	English

For more information, contact: [isabelle.melancon@gnb.ca](mailto:isabelle.melancon@gnb.ca)

\*\*\*\*\*Mark this date in your calendar\*\*\*\*\*

The 3<sup>rd</sup> NB Baby-Friendly Initiative Roundtable on March 13-14, 2008 in Fredericton. More details and registration package available soon.

## Registration Form 2008 20 hour course

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

Select the course you want to attend:

\_\_\_\_\_ Saint-John (English)

\_\_\_\_\_ Moncton in April (French)

\_\_\_\_\_ Moncton in October (English)

FAX registration form to  
Isabelle Mélançon at:  
506-453-8702

## We want to hear from you!

Please send your news, stories or questions to:  
[isabelle.melancon@gnb.ca](mailto:isabelle.melancon@gnb.ca)