

## Designing and Implementing an Innovative Breastfeeding Program for Young Mothers Through a Youth Informed Process

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BORN Conference: Unlocking the Value of Data  
April 24, 2017

## Acknowledgments



## Thank you to our funders!

The St. Mary's Home Breastfeeding program was developed and delivered with funds provided by the Government of Ontario and the support of the Best Start Resource Centre at Health Nexus.



The information herein reflects the views of the authors and is not officially endorsed by the Government of Ontario or the Best Start Resource Centre.

## Objectives

- To describe the characteristics of a breastfeeding program that are of importance to young mothers
- To describe the implementation of the breastfeeding program
- To describe next steps

## Breastfeeding (BF) is recommended by:



Health Canada  
Santé Canada



Public Health Agency of Canada  
Agence de la santé publique du Canada

- Exclusively breastfeeding for the first 6 months
- Continued breastfeeding along with complementary foods up to 2 years of age and beyond

## Background: Young Mothers & BF

- Lower rates of intention, initiation & duration of BF compared to adult women  
(Best Start Resource Centre, 2015; Dodgson, et al., 2003; Fleming et al., 2012; 2013; Leclair, et al., 2015; Lizarraga, et al., 1992; Misra, & James, 2000; Mossman, et al., 2008; Nelson, & Sethi, 2005; Ottawa Public Health, 2014; Park, et al., 2003; Pierre et al., 1999; Sipsma et al., 2013; Spear, 2006; Tucker, et al., 2011; Volpe, & Bear 2000; Wambach & Cole, 2000)
- Rates of exclusive BF at hospital discharge
  - 51.2% (<20 years of age)
  - 62.1% (mean)
  - 65% (30-34 years)

**BORN data 2013-2014**

(Best Start Resource Centre, 2015a)

## Factors Significantly Associated with BF

- Intention to breastfeed
- Prenatal classes attendance
- Living in a higher income neighbourhood
- Having a spontaneous vaginal delivery
- Non-smoker, not using substances during pregnancy
- Not having any pre-existing health problems or obstetrical complications

$p < .0001$

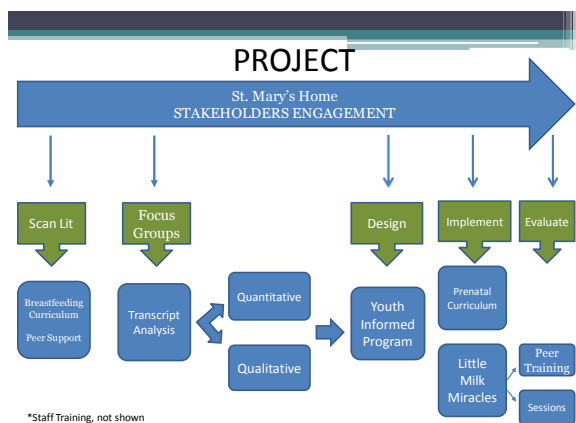
(Leclair, et al., 2015)

## Problem: How to Increase BF Rates?



- BF education & peer support is known to increase BF rates  
(Best Start Resource Centre, 2014; 2015b; Dyson et al., 2005; Lumbiganon et al., 2012; McFadden et al., 2017; Nesbitt, et al., 2012; Renfrew et al., 2012)
- Need to determine ideal format for effective program

(Fleming et al., 2013)



## Setting

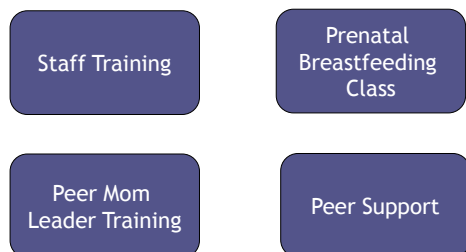


St. Mary's Home  
Ottawa, ON



(St. Mary's Home, 2016)

## Youth-Informed Breastfeeding Program



## Staff Training

- Attitudes towards breastfeeding survey n=24
- 2 hour training n= 35
- Evaluation n= 33
  - ↑ BF knowledge (94%)
  - ↑ skills in BF support (94%)
  - ↑ confidence (91%)
  - ↑ knowledge of community resources (100%)

".... a great way to see how my coworkers would handle certain situations"

".... information, questions & case studies were relevant to our population"



## Prenatal BF Class

- 8 week prenatal series
- Pregnant youth & their partners/support person
- 2 hour classes
- Onsite (at St. Mary's Outreach Centre)
- Facilitated by a Public Health Nurse
- Basic BF information



## Prenatal BF Class - Revisions to be more youth friendly

- Ensured youth appropriate language
- Interactive activities
- Distributed information about new peer support program & new resource "I'm Planning on Breastfeeding"

## NEW! Peer-Mom Leader Training

- Content
  - Basic breastfeeding info
  - Role of peer-mom leaders, program coordinator
- Evaluation
  - "Enjoyed the entire training"
  - ↑ breastfeeding knowledge & confidence
  - ↑ skills in providing breastfeeding support to other moms
  - Learned about community resources



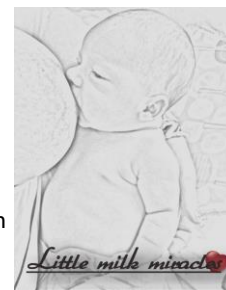
"Enjoyed the entire training"



## NEW! BF Peer Support Program



- 4 week series
- Facilitated by:
  - 1-2 peer mom leaders
  - Program coordinator
- Provided:
  - Childcare
  - Transportation
  - Healthy snack & lunch
- Debrief after each session



## Topics For Peer Support Sessions

- **Week #1** Helping your Baby Get a Good Start
- **Week #2** Learning to Breastfeed
- **Week #3** Trouble Shooting- Common Concerns
- **Week #4** Continuing to Breastfeed



## Youth-Informed Breastfeeding Program

Staff Training

Prenatal Breastfeeding Class

Peer Mom Leader Training

Peer Support

## Next Steps

- Continue to promote the BF program
- Continue to evaluate the program
  - Funding received from The Ottawa Hospital Academic Medical Organization Innovation Fund
- Create a video to reduce stigma of young mothers BF in public
  - Funding received from the Women's Xchange!!!!
- Consider expanding to another agency

## Conclusions

- Youth provide invaluable ideas & perspectives
- Multi-component program is required
- Prenatal education & peer support adapted to the specific needs of this population appear to increase BF self-efficacy
- Further research is needed

## Thank you!!!



## Questions?

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