

What's Happening in Ontario

Ontario has emerged as a most active province, working towards BFI implementation in every possible way.



2007 has been a busy year for the BFI in CHS group lead by Hannele Dionisi. This group meets by conference call and costs are carried by member facilities in turn.

The BFHI (hospital) group has met 3 times this year and share information and resources even though it is very challenging for members to attend meetings due to staff shortages etc.

The recent designation of Toronto East General Hospital as 'Baby Friendly' and the approaching re-assessment of St. Joseph's Health Care in Hamilton are wonderful motivators for other hospitals in Ontario.

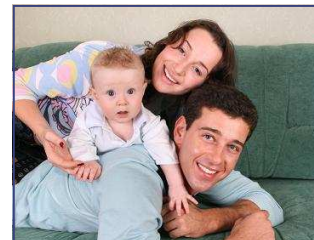
The staff of Thunder Bay District Health Unit including Lee Seiswerda (epidemiologist), continue to provide support regarding BFI implementation to other Community Health Services.

As the first Community Health Centre in Ontario to achieve 'Baby Friendly' designation, Somerset West CHC in Ottawa is experiencing an increased need for dialogue and support from other health care facilities striving to implement BFI.

La Leche League Canada continues to provide Peer support to mothers and other local peer support groups are being formed and supported through the health care system. A great example of this are the Breastfeeding Buddies of Kitchener.

Breastfeeding education opportunities from a variety of providers abound throughout Ontario with facilities building capacity and teaching breastfeeding skills in a variety of ways.

By continuing to network we will see Ontario going from strength to strength to ensure a provincial attitude of support for all families, approximately 80% of whom wish to breastfeed their infants. The Baby Friendly Initiative ensures complete and accurate information free from commercial influence and provides individual support for **all** families.



Upcoming Education Opportunities

Advocates for Northern Midwifery Care Presents the movie:

The Business of Born

Thursday, Feb 21, 2008 - 7pm -Confederation College Lecture Theatre

Advanced tickets \$10.00

For tickets or more information call 577-8406, 623-1181 or visit MIDAS on 13th Avenue.

www.thebusinessofbeingborn.com

Save the date:

BFI Expo 2008

September 23, 2008 - Halton Regional Centre, Oakville

Registration \$100 includes lunch and snacks.

To register contact: Donna at bfi@breastfeedingontario.org

- Expo of BFI Activities and Resources
- Guidance on Implementation
- Networking



Distributed by:

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for submissions or comments



Breastfeeding Matters

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Breastfeeding Challenge Results



Thunder Bay participated in the 7th annual Quintessence Breastfeeding Challenge which was held on Sat, Sept 29 at the Moose Hall on Fort William Road. The local site had 56 babies and 53 mothers participating in the challenge to breastfeed at 11am local time.

Thunder Bay placed 15th out of 198 sites in North America for the most number of babies participating and helped Ontario win 2nd for their category of over 50,000 births just behind Quebec. We were the 3rd largest site in Ontario behind Ottawa and the combined Cities of Brampton, Mississauga and Caledon.

More information about the Breastfeeding Challenge is posted on The Quintessence Foundation website at www.gobi.ca/babyfriendly.

The Thunder Bay Breastfeeding Coalition would like to express our great thanks to The Chronicle Journal, Magic 99.9, the Thunder Bay District Health Unit and Zellers Arthur Street Marketplace for all their assistance in making the challenge a huge success.

Numbers to Know



Breastfeeding Clinic	625-5916
Breastfeeding Connection	
Marathon	229-0793
Nipigon	887-0264
Dorion	857-2943
Schreiber	824-3552
Manitouwadge	826-2883
Geraldton	854-0454

La Leche League leader	475-5307
24 hour referral	626-9626 or toll free 1-877-586-5638
Telehealth	1-866-797-0000
Mother Risk	1-800-267-1373 or 1-416-813-6780
Aboriginal Healthy Babies	624-5016

Breastfeeding Committee for Canada website visit www.breastfeedingcanada.ca
Ontario Breastfeeding Committee website visit www.breastfeedingontario.org
Mother risk website visit www.mothersrisk.org

Iron Levels and Breastfeeding—Is there a link?

• article by Kim McGibbon,
Public Health Dietitian

In 2004, Health Canada joined the World Health Organization in encouraging women to breastfeed exclusively for the first six months of life and to introduce nutrient-rich food at six months.

We all know that breastmilk is the best milk for baby and many new moms have every intention to nurse their babies for the first six months and for two years and beyond. But there are days when it may seem hard to keep going. In Thunder Bay, approximately 88% of mothers initiated breastfeeding at birth. By six months, the rate of mothers exclusively breastfeeding dropped to 28%.

Several factors influence breastfeeding duration rates. Some Ontario research shows that women who are older, have higher education levels, are non-smokers and participate in a home visitor program are more likely to breastfeed for longer. Women give various reasons for stopping breastfeeding including sore nipples, not enough milk, baby fussiness or lack of family support. In a study done here in Thunder Bay, 54% of mothers reported difficulties with breastfeeding that were severe enough to make them want to stop earlier than intended. From that group, 13% said that one of the reasons was due to fatigue and stress.

A recent study conducted in New Brunswick published in the Canadian Journal of Dietetic Practice and Research (2006) looked at the issue of iron deficiency anemia and the discontinuation of breastfeeding. Since fatigue is often listed as a reason for early breastfeeding cessation, the researchers wanted to see if there was a link to low ferritin and hemoglobin levels (both signs of low iron status and anemia).

References

Savoie N, Rioux FM. Impact of maternal anemia on the infant's iron status at 9 months of age. Can J Public Health 2002;93(3):203-7.

Rioux FM, Savoie N, Allard J. Is There a Link Between Postpartum Anemia and Discontinuation of Breastfeeding? Can J Dietetic Practice and Research 2006;67(2):72-76.

What they found was that postpartum anemia was associated with duration of breastfeeding. **Women who had a postpartum hemoglobin (Hb) level below 95g/L** (normal levels for women are 120g/L to 160g/L) **were more likely to stop breastfeeding before four months.**

What You Can Do

- If you are a breastfeeding mom make sure that your diet contains enough iron and if you are concerned ask your health care provider to check your iron levels. See below for some ideas on ensuring you get enough iron in your diet.
- If you are a healthcare provider you can talk to women about getting the amount of iron they need before and after delivery of their baby. During pregnancy and breastfeeding, women need 27 mg of iron a day.

Top Choices for Iron

- Red meat – beef, lamb, moose
- Clams, oysters
- Beans, lentils, split peas
- Enriched, ready-to-eat breakfast cereals
- Black strap molasses
- Other meats poultry, fish
- Prunes and prune juice
- Dried fruit – apricots, figs, raisins
- Nuts—almonds, brazil nuts, cashews, hazelnuts, peanuts
- Seeds- pumpkin, squash, sesame
- Egg
- Whole wheat bread



Baby-Friendly Designation Reaches British Columbia

In November 2007 G.R. Baker Memorial Hospital in Quesnel, BC became the first hospital west of Ontario to achieve the WHO/UNICEF Baby-Friendly designation.

“We are very proud to have been designated a Baby-Friendly facility,” said Quesnel health services administrator Fraser Bell. “The process has been a long one, but the work put into this achievement by many very dedicated staff at GR Baker Memorial Hospital has been worth it for the mothers and babies we care for, and for our facility.”

The Breastfeeding Committee for Canada (BCC) provides Baby-Friendly designations to hospitals (and community health facilities) that successfully meet the WHO/UNICEF 10-Steps to Successful Breastfeeding. The BCC is the national authority for the WHO/UNICEF Baby-Friendly Initiative (BFI) in Canada; a globally recognized quality standard to improve breastfeeding outcomes for mothers and babies. The process of achieving the designation can take several years. GR Baker began this process in June 1999. The current tally of Baby-Friendly facilities in Canada now stands at 18 – eight hospitals, one birthing centre and nine community health facilities. For more information about the Baby-Friendly Initiative or to learn about all Canada's designated facilities visit www.breastfeedingcanada.ca



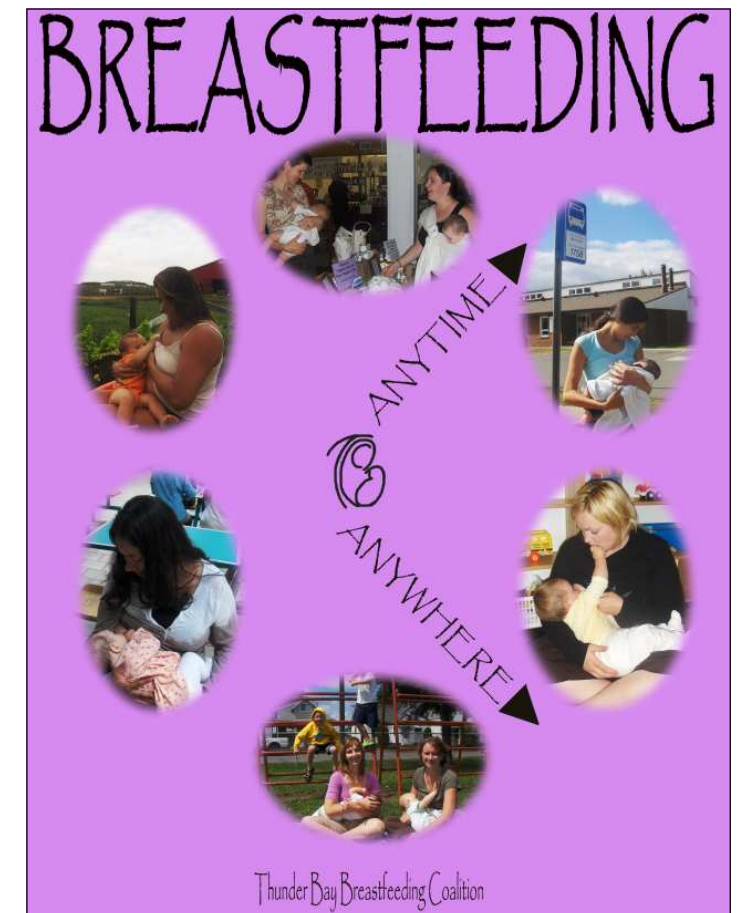
The Thunder Bay Breastfeeding Coalition proudly presents its new poster “**Breastfeeding. Anytime. Anywhere.**”

The message to local citizens and especially breastfeeding mothers is that breastfeeding in public is normal, acceptable and should be encouraged. Mothers have a right to breastfeed their children anytime, anywhere.

We would like to thank Lisa Gray from Ontario Native Women's Association and Matt Henry for all their help in creating this poster.

Thank You

To get a copy of this poster free of charge call Laura at 625-5952.



Reminder:

Health Canada recommends exclusive breastfeeding (only breast milk) for the first 6 months with continued breastfeeding up to 2 years and beyond after starting solid foods.

