

NB BABY-FRIENDLY NEWS

Winter 2010
Issue 8



New Brunswick Baby-Friendly Initiative Advisory Committee

Breastfeeding Mentorship Program for Staff of NB Health Care Facilities

Most New Brunswick health care facilities are now offering the **Breastfeeding Mentorship Program**. This program was introduced to provide staff with the opportunity to complete the 3 hour supervised breastfeeding clinical practicum required under Step 2 of the Baby-Friendly Initiative. The supervised breastfeeding clinical practicum is a practical learning experience that helps consolidate skills in teaching and assisting mothers with breastfeeding.

In addition, Step 2 requires health care workers providing direct care to women and babies to also complete at least 20 hours of breastfeeding and lactation management education. Over 750 health care professionals have met this requirement to date!

Staff members who wish to take part in the breastfeeding clinical practicum are asked to make a request to their manager who pairs them with a breastfeeding mentor in their facility. The practicum covers three priority skills recommended by UNICEF:

- Talking with a pregnant women
- Observing and assisting breastfeeding
- Teaching hand expression of breast milk

An additional resource **“Getting ready for Your Supervised Breastfeeding Clinical Practicum”** is available to staff.

Did you know that there are now more than 80 « breastfeeding mentors » in New Brunswick health care facilities?

Did you know that all hospitals in New Brunswick offering prenatal breastfeeding classes are now using the Provincial curriculum?

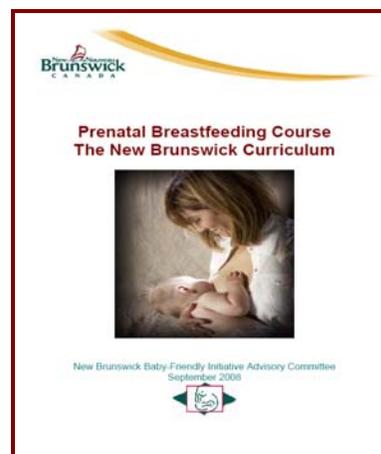
INSIDE THIS ISSUE

- Breastfeeding Mentorship Program	1
- NB Prenatal Breastfeeding Course	1
- A Year in Review	2
- Resources	3
- A New Logo for Restigouche	3
- BFI Provincial Report	3
- Upcoming Events	4
- New Lactation Consultants	4

Update

The revised **Prenatal Breastfeeding Course - the New Brunswick Curriculum** is now available. Revisions were completed following a pilot process in all New Brunswick regions.

For more information, contact the NB BFI Coordinator at:
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A Year in Review (2009)

The New Brunswick Baby-Friendly Advisory Committee and its sub-committees were kept very busy in 2009. Thank you to members of all committees who have contributed to such a successful year!

BFI Poster Presentation Vancouver February 2009



The Fourth BFI Roundtable Moncton March 2009



Dr. Thomas Hale's Workshops on "Breastfeeding and Medications" October 2009



A New Brunswick FIRST... Miramichi Public Health receives a BFI Certificate of Participation (March 2009)



New tools

Tools developed to support the Baby-Friendly Initiative in New Brunswick facilities:

- Prenatal Checklist
- Birth Plan
- Decision Tree for Supplementation
- PowerPoint for Staff Orientation on Baby-Friendly
- Breastfeeding Assessment Form



Interesting Resources

WHO resources on infant feeding, breastfeeding and the Baby-Friendly Initiative:

- <http://www.who.int/nutrition/publications/infantfeeding/en/>

DVD:

- Biological nurturing laid-back breastfeeding by Suzanne Colson. Available at: www.geddesproduction.com
- Becoming parents...nursing baby at: <http://www.videoallaitement.org/>

Booklets for parents:

- Breastfeeding the preemies by Préma-Québec (Association québécoise pour les enfants prématurés). Available at: www.premaquebec.ca
- Ten great reasons to breastfeed your baby. Available at: <http://www.phac-aspc.gc.ca/dca-dea/prenatal/reasons-raisons-eng.php>
- Ten valuable tips for successful breastfeeding. Available at: <http://www.phac-aspc.gc.ca/dca-dea/prenatal/tips-cons-eng.php>

Online Study module:

- Healthy mothers, healthy babies – Breastfeeding web course (*free*) from Best Start Ontario at: <http://www.beststart.org/courses/>

Manual for physicians and health professionals:

- <http://www.who.int/nutrition/publications/infantfeeding/9789241597494/en/index.html>

Position paper:

- Position of the American Dietetic Association: Promoting and supporting breastfeeding at: <http://www.eatright.org/About/Content.aspx?id=8377>

New Logo for Restigouche

The Restigouche Breastfeeding Promotion Committee unveiled the logo it chose from entries submitted to a local contest. The logo is featured on promotional items and provides greater visibility in the community to the Committee. Look for the logo on t-shirts, water bottles and their new banner!



The NB Baby-Friendly self-assessment report is now available at:

<http://www.gnb.ca/0053/bfi/pdf/BFI%20provincial%20final%20report%20E%202010.pdf>

New Brunswick:
On its way to becoming
Baby-Friendly



BABY-FRIENDLY SELF-ASSESSMENT SURVEY OF
NEW BRUNSWICK'S HEALTH CARE FACILITIES
PROVINCIAL REPORT
March 2008



Upcoming Events

Fifth NB BFI Roundtable

Date: June 15, 2010

Location: Fredericton

The program will soon be available and invitations will be sent to BFI committee members across the province.



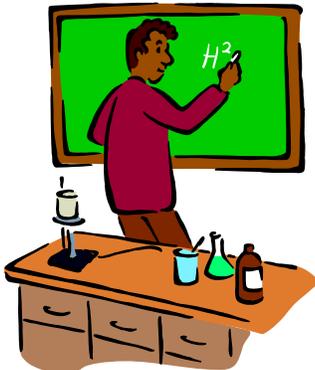
Breastfeeding Workshops (French)

Audience: Physicians and other health professionals

Date: Week of May 10, 2010

Speaker: Dr. Jean-Claude Mercier

Location: Various - TBA



Congratulations

To the **2009 IBCLCs**
(International Board Certified
Lactation Consultants):

- * **Renelle Savoie**
(Campbellton-Public Health)
- * **Florence Thibodeau**
(Campbellton Regional hospital)
- * **Donna Bolger** (Upper River Valley Hospital)



To submit an article or a question,
please contact the NB BFI Coordinator
at: Isabelle.melancon@gnb.ca