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

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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.

Breastfeeding (BF) is recommended by:

- 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; Leclerc et al., 2015; Lizarraga et al., 1992; Mba & James, 2000; Moore, 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; Wolpe, & 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)

(Best Start Resource Centre, 2015a)

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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)

PROJECT

St. Mary’s Home
STAKEHOLDERS ENGAGEMENT

Scan Lit  Focus Groups

Breastfeeding Curriculum Peer Support

Quantitative Transcript Analysis

Design Implement Evaluate

Youth-Informed Program

Prenatal Curriculum

Little Milk Miracles Peer Training Sessions

*Staff training, not shown

Setting

St. Mary’s Home
Ottawa, ON

(St. Mary’s Home, 2016)

Youth-Informed Breastfeeding Program

Staff Training

Prenatal Breastfeeding Class

Peer Mom Leader Training

Peer Support

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”
St. Mary’s Home Breastfeeding Program
2017 BORN Conference Oral Presentation

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

NEW! Peer-Mom Leader Training

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

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

Thank you!!!
Questions?
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References


Prenatal education & peer support adapted to the specific needs of this population appear to increase BF self-efficacy

Further research is needed

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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References


