



Mother Baby Breastfeeding Initiative: A team approach to a Baby-Friendly™ Saskatoon Health Region



The amalgamation of Maternal-Child Services at one site in the mid 90s was expected to improve care to mothers and babies. Surprisingly, written complaints about care, particularly those related to access and consistency to information and support for breastfeeding, increased.

The Mother Baby Breastfeeding Initiative (MBBI) is a model of multidisciplinary, multi-agency, intersectoral, and community co-operation. MBBI came together to protect, promote, and support breastfeeding and to have SHR designated "Baby-Friendly™" (BFI). BFI designation is granted when the World Health Organization/UNICEF's 10 Steps for Hospital and the Breastfeeding Committee for Canada's Seven Points for Community Health Services are implemented.

Implementing BFI involves major transformation of culture, policy, and infrastructure. As leaders within their organizations, MBBI members used a self-directed, facilitated, paced-approach to determine and prioritize, and operationalize the targets set in 2002:

- Implement 50% of the indicators:
 - Steps 1, 2, 3, 5, 10 and Points 1, 2, 4, 6, 7
- 75% exclusive breastfeeding on discharge from hospital
- 12% exclusive breastfeeding at 6 months of age

Redesigning the system

Capacity building

- Education and support to mothers, staff, and stakeholders
- Policy development
- Increased community support services, satellite sites
- Marketing and visibility: brochures, posters, conferences

Infrastructure development

- Rooming-in, combined care became the "norm"
- 4-bed wards renovated to 2-bed rooms
- Centralized charts, equipment
- Nursing/pumping room for staff/public
- Increased Lactation Consultants

Linkages and Leverages

- Lobby politicians, administrators
- Collaboration and partnerships

2005: targets are exceeded!

- 78% of the 10 steps
- 60% of the indicators of the 7 points
 - 91% of mothers initiate breastfeeding, 77% are exclusively breastfed at discharge
 - 19% exclusive breastfeeding at six months

Additionally:

- Significant reduction in pediatric hospital admissions (0-6months) for respiratory illnesses
- 92.3% mothers are satisfied with their experience learning to breastfeed
- 94.7% are satisfied with support after discharge

MBBI is a model of excellence in leadership, quality, health promotion, and spread both regionally and nationally:

- Members invited to participate in committees and consult on standards and projects throughout Canada
- 2004 **Stellar Champion Award for Quality** -- Health Quality Council, Saskatchewan
- 2006 **Saskatoon Health Region Quality Award**

These accomplishments were made possible by a dedicated team of professionals and consumers who exemplify the spirit and mission of SHR, as they "***work in partnership to improve health and well-being through excellence in consumer-centred service, education and research***".

In support of submission to the 3M Health Care Quality Team Awards: Non-Acute Care Environments

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