



Baby-Friendly Initiative

Reese Merlin, Public Health Nurse

Health Promotion / Healthy Families

Thursday December 7, 2023



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Bringing Evidence to Practice: Introducing the Baby-Friendly Initiative

Benefits of Breastfeeding

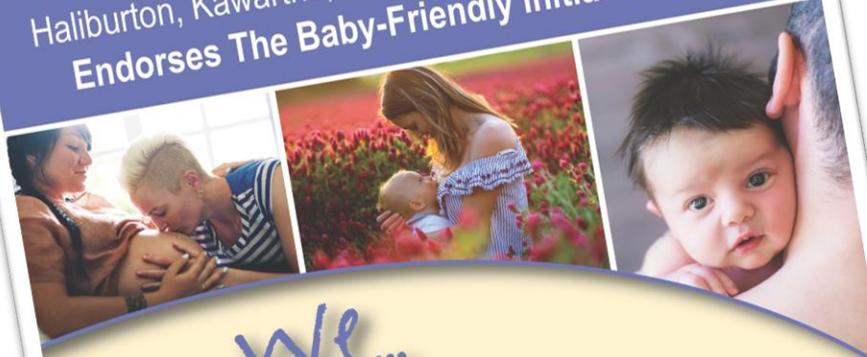
Decrease risk of (baby)

- Infection
- Diarrhea and stomach upset
- Sudden Infant Death Syndrome (SIDS)
- Childhood cancers
- Obesity and childhood weight gain, which are risk factors for chronic diseases in later life

Decrease risk of (Mom)

- Postpartum bleeding
- Type 2 diabetes
- Breast and ovarian cancer

Haliburton, Kawartha, Pine Ridge District Health Unit
Endorses The Baby-Friendly Initiative (BFI)



We...

- Protect, promote and support the feeding decisions of ALL families
- Provide a welcoming environment
- Promote the importance of breastfeeding
- Support families to make informed decisions about infant feeding
- Follow the International Code of Marketing of Breast Milk Substitutes



Support Health Canada's recommendations to:

- Exclusively breastfeed babies to six months
- Introduce complementary foods at six months
- Continue breastfeeding for up to 2 years and beyond

HALIBURTON, KAWARTHA,
PINE RIDGE DISTRICT
HEALTH UNIT

N. Bocking
Dr. Natalie Bocking, MOH



HKPRDHU and the Baby Friendly Initiative

- Haliburton Kawartha Pine Ridge District Health Unit (HKPRDHU) Baby Friendly Initiative Policy ([4.10. 130 pp.1-4](#))
- Injoy Prenatal Education
- Hospital support
- 48-hour phone call support



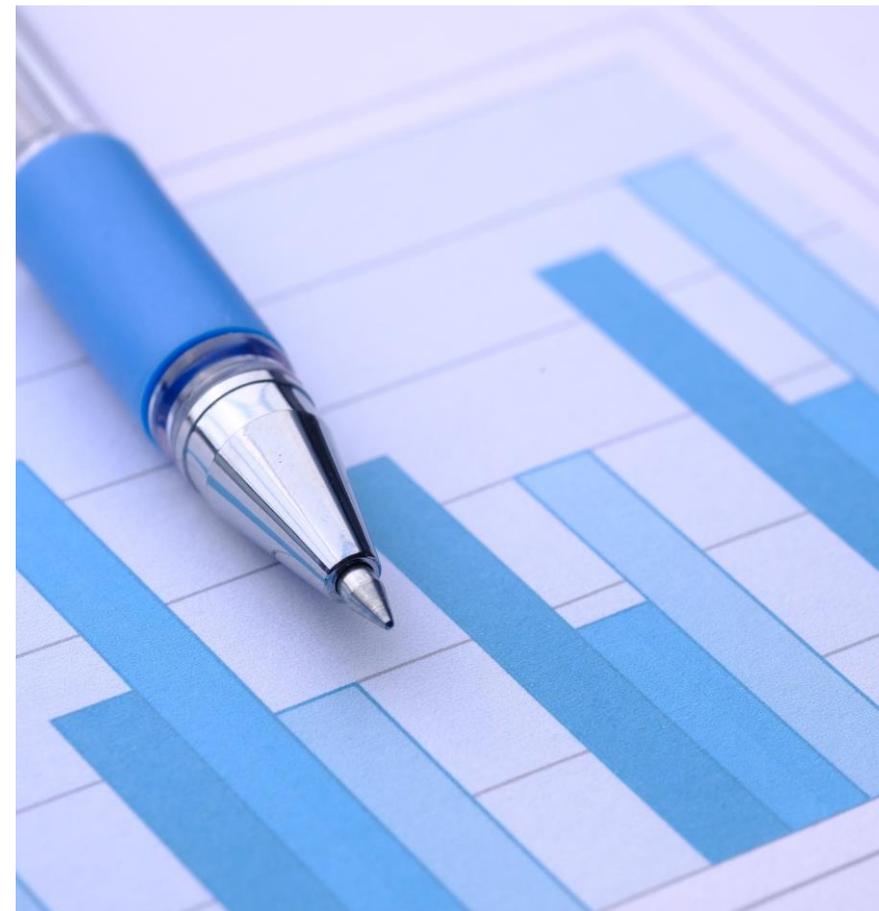
HKPRDHU and the Baby Friendly Initiative

- Infant Feeding Clinics, phone/virtual support, in person home support
- Healthy Babies Healthy Children and Nurse Family Partnership Home Visiting
- BFI Family Friendly Spaces (In office, immunization clinics)
- Infant feeding surveillance
- World Health Organization (WHO) code and resource reviews



2023 Feeding and Nutrition Services

- Total feeding and nutrition appointments: **259**
- Infant Feeding Clinic appointments: **65**
- Infant feeding home visit appointments: **72**
- Nutrition consults: **122**





Nurse Family Partnership Program

Tammy Thomson, Public Health Nurse

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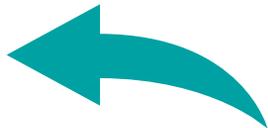
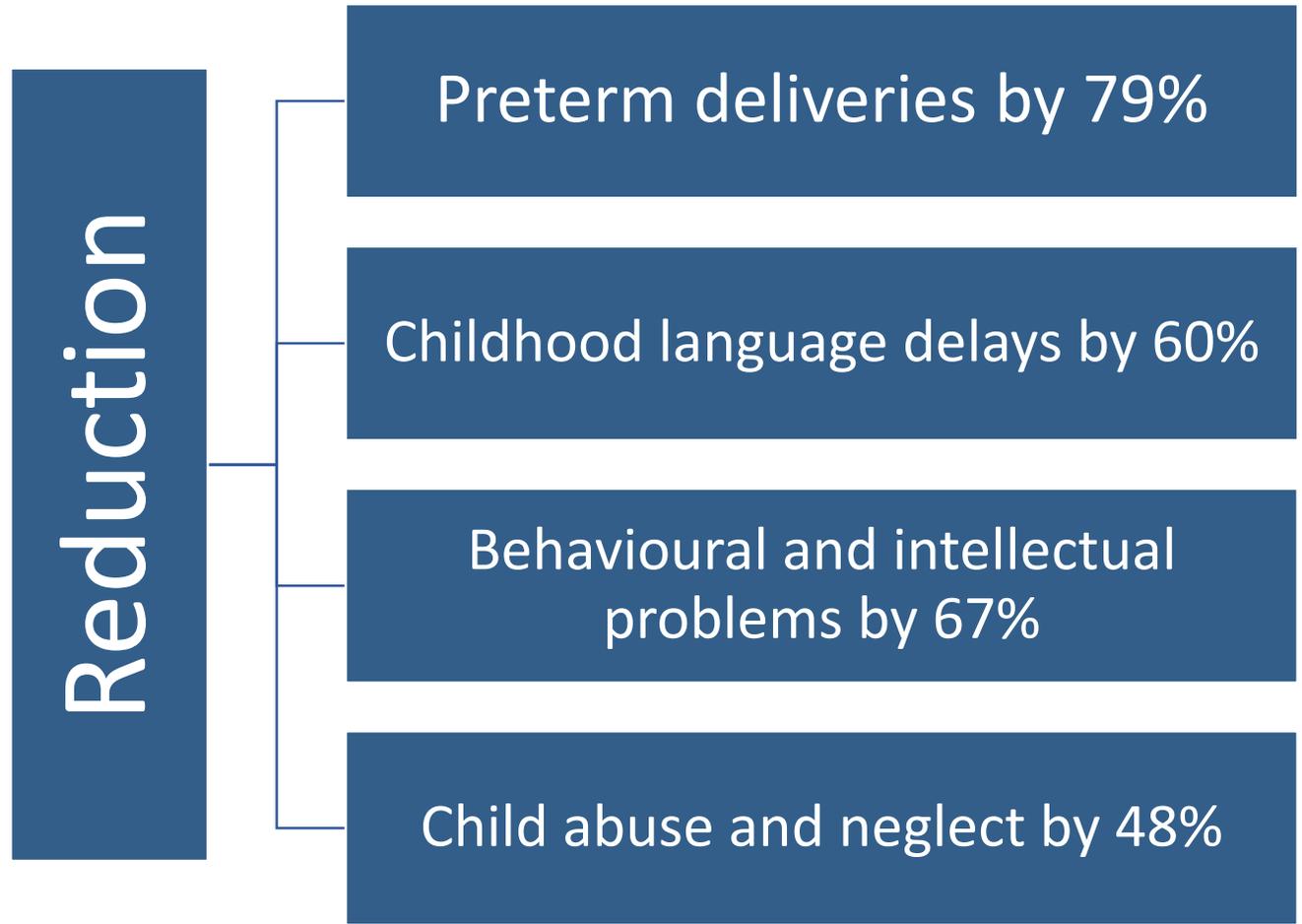


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The Nurse-Family Partnership Program



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**Evidence of
the Benefits
of Nurse
Family
Partnership**

The Nurse-Family Partnership is...

- An evidence-based, home visiting program for young, first-time parents experiencing social or economic disadvantage
- The relationship between the Public Health Nurse and the parent begins in early pregnancy and continues until the child's second birthday

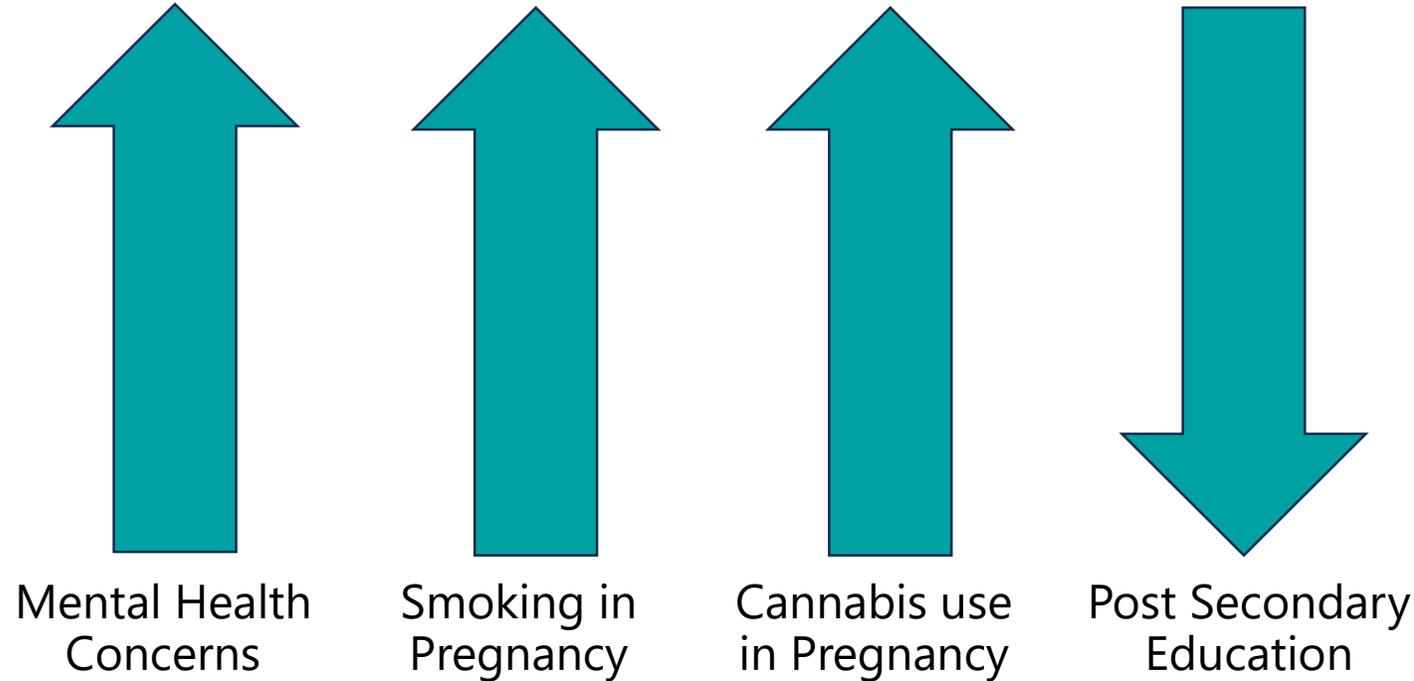


Potential Net Benefit/Cost savings

- **\$82,786** for every family served by Nurse-Family Program
- **\$10,513,822** HKPRDHU
- **\$22,021,076** HKPRDHU and Peterborough Public Health



The Need for the Nurse-Family Partnership in HKPRDHU Communities



**Low Income:
Ontario 10.1%**

Northumberland
County: **8.7%**

City of Kawartha Lakes:
10.2%

Haliburton County:
12.9%

"I think that this program [Nurse Family Partnership] is probably the best attempt at reaching the hardest to reach families and women..."

-Ontario Child Protection Worker



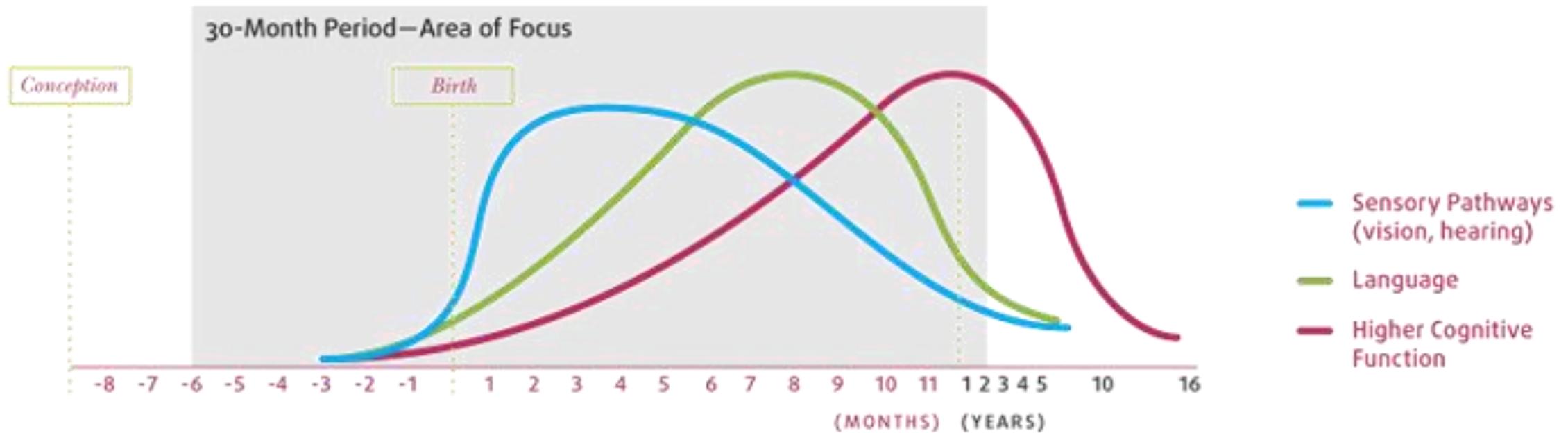
Goals of the Nurse-Family Partnership



1. Improve pregnancy outcomes
2. Improve child health and development
3. Improve parents' economic self-sufficiency

Human Brain Development

Synapse formation dependent on early experiences



Source: Nelson, C.A., *From Neurons to Neighborhoods* (2000).
Shonkoff, J. & Phillips, D. (Eds.)

Eligibility Criteria



- First pregnancy or first-time parenting
- 24 years of age or younger
- Less than 28 weeks pregnant
- In need of additional support

Benefits

- Regular home visits (weekly or bi-weekly)
- Goal-driven
- Nurse-Client Therapeutic Relationship
- Grounded in Theory: Self-efficacy, Attachment, Human Ecology and Critical Caring
- Evidenced-based assessment and intervention tools

"The public health nurse and I built a relationship, a friendship. When I first got into the program, I had no goals as to what I wanted to do, but she helped me figure out what I could do with my life"

- "Shawna", 18 year-old Ontario mom



Healthy Families Program Enhancements:

Parenting Philosophy

Briana Barker, Public Health Nurse

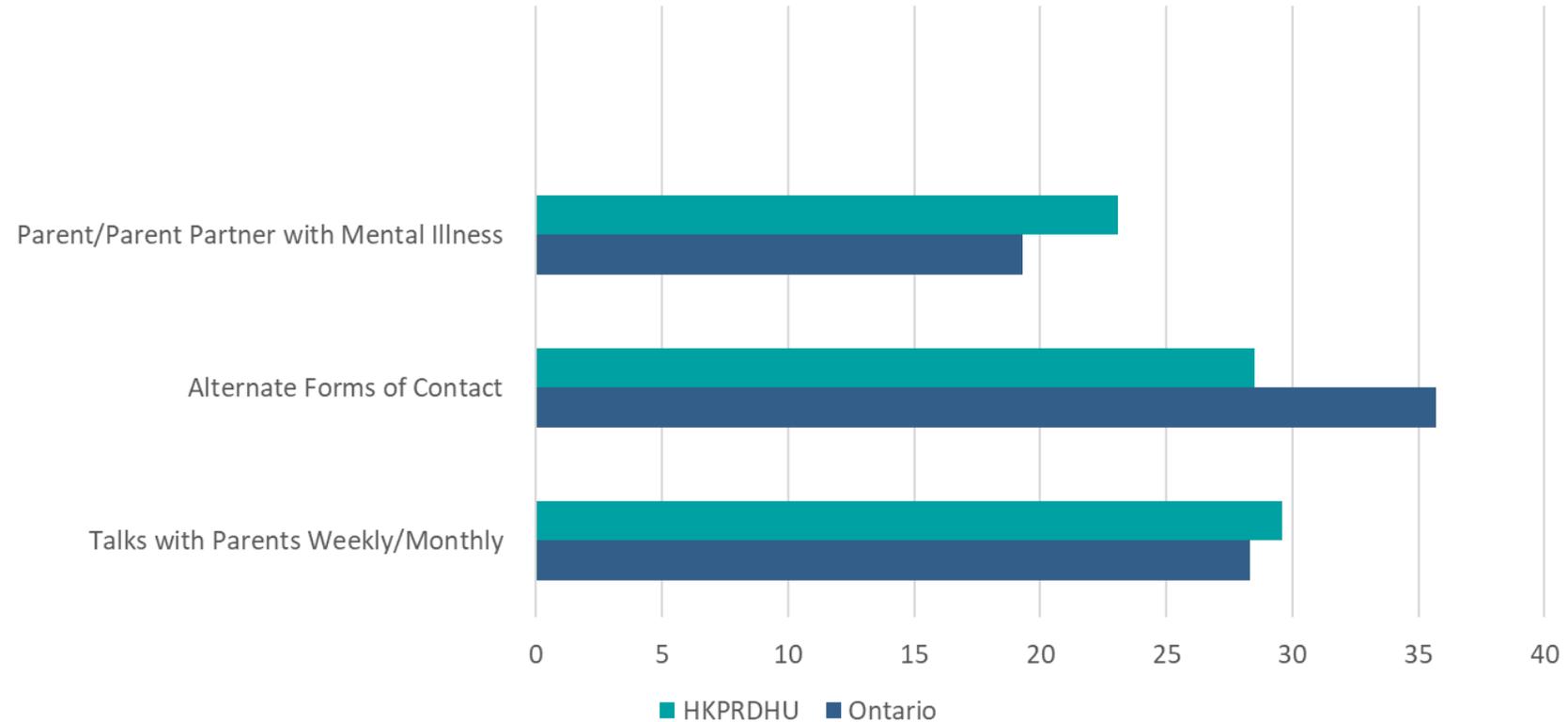
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Community Health Impacts on Parenting



Positive Parenting and Public Health

1. Positive parenting promotes healthy attachment with the parent and child.
2. Collaborate with local partners in health and other sectors to promote and support parenting strategies that foster positive relationships between caregiver and child



1. Source: [Healthy Growth and Development Guideline, 2018 \(gov.on.ca\)](https://www.gov.on.ca)

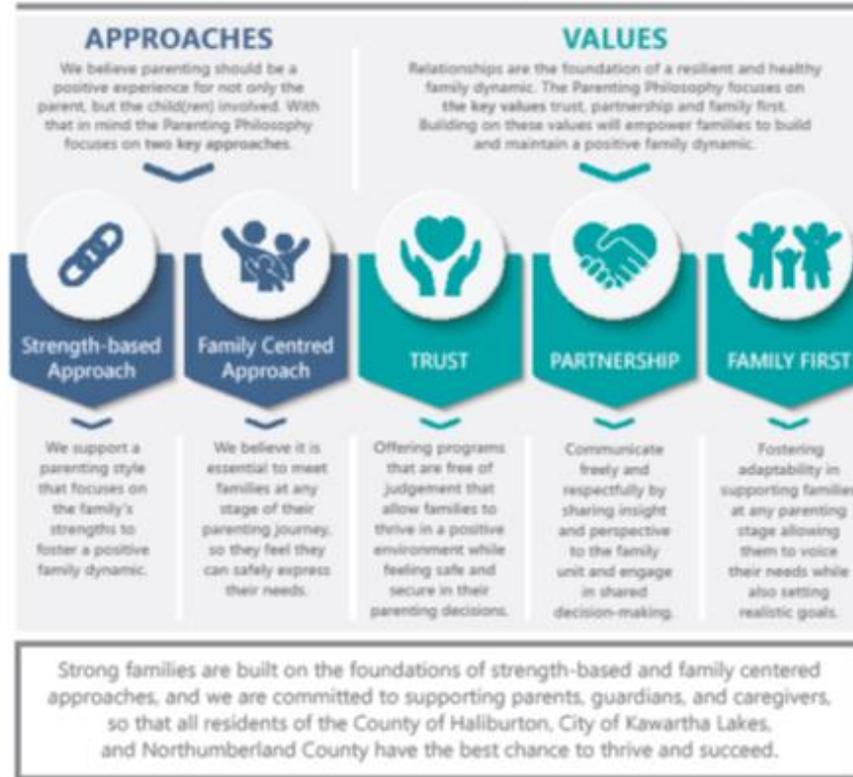
Developing a Positive Parenting Philosophy



- Environmental scan
- Community partner meetings
- Confirmed Needs
- Individual Client Focus Testing

The goal of the Parenting Philosophy is to support a consistent family centred approach to parenting programs throughout the County of Haliburton, the City of Kawartha Lakes, and Northumberland County.

To be successful in accomplishing this goal, a commitment to continual learning is imperative. Recognizing that parenting is individualized and can differ from child to child we will establish a strong base for reaching our goal. It takes a village to raise a child—but at the very core of it, positive and stable parent-child relationships lay the foundation for healthy childhoods. Studies have shown that helping mitigate Adverse Childhood Experiences (ACEs) is essential to creating a solid foundation for children to grow, mature, and develop.



Conclusion and Next Steps

- Post Parenting philosophy on website and list supporting parenting programs
- Promote and advocate for community-based parenting programs
- Share at local and provincial tables





‘Healthy People, Healthy Communities.’

Reach Out to Us

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