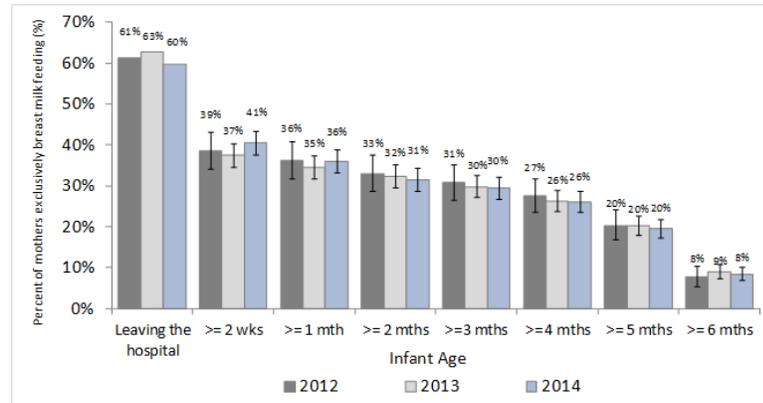


Data revised
in 2015.

GOAL 1: All Children and Youth are Healthy and Thriving

INDICATOR 2: Birth to six months – exclusive breastfeeding



Leaving the hospital includes discharge from midwifery care. Better Outcomes Registry & Network (BORN Ontario).

Extracted 21 - July 2015 (Confidence intervals are not calculated).

>= 2 wks to >= 6 mths: Ottawa Public Health, Infant Feeding Surveillance System.

Exclusive breastfeeding by infant age. On average, 60% of mothers exclusively breastfed on discharge from hospital or midwifery care and this drops to 38% by two weeks of age.

WHAT DOES THIS MEAN?

In 2014, 60% of mothers exclusively breastfed on discharge from hospital and this dropped to 38% by two weeks of age. While the decline in exclusive breastfeeding was small between two weeks (38%) and four months of age (27%), it was more apparent between four and five months (20%) with a larger drop-off of exclusive breastfeeding happening between five and six months of age. On average, 8% of mothers reported breastfeeding exclusively at six months of age or more.

In addition to preventing illnesses like obesity and diabetes later in life, providing breast milk reduces the risk of

childhood illnesses like respiratory and middle ear infections and sudden infant death syndrome.²⁹

HOW ARE WE CREATING CHANGE?

In 2012, Ottawa Public Health (OPH) began working towards formal Baby Friendly Initiative (BFI) designation, a process established by the World Health Organization to create supportive environments in front-line services, workplaces and in the community to encourage breastfeeding and increase awareness of its benefits.³⁰

Highlight of a Best Practice in Our Community

Ottawa Breastfeeding Buddies is a volunteer, peer-to-peer telephone support program for pregnant or new breastfeeding mothers. Support is provided for up to six months. As of 2013, program volunteers serve clients in 17 languages. This program helps to promote and build breastfeeding skills, while offering support to mothers.

WHAT WORKS?

- Social marketing strategies to promote breastfeeding;
- Supporting mothers to maintain breastfeeding;
- Foster breastfeeding support groups;
- Comprehensive, coordinated approaches to develop, promote and implement breastfeeding policies and plans, for example:
 - » Baby-friendly hospital initiatives
 - » Integrating breast feeding support into existing programs
 - » Advocating for policies to support breastfeeding in the workplace and public spaces.²⁶