



## Rebuilding a Supportive Breastfeeding Culture



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## Research on Prevention



- Infants better at **self-regulating** their intake
  - Child more likely to **try and accept new foods**
  - Effects **metabolism and hormones** such as insulin
    - Alter taste receptors
- (preference = lower energy diets later in life)*

**“We need to change the conversation  
from weight to health  
and shift the focus of our health-care systems  
from illness to wellness.”**



## **Breast is normal !!!**

“The trajectory goal becomes not to have every woman breastfeed her infant... but to *create conditions* in individuals, households, communities, and nations so that every woman could easily do so...”

**-Penny Van Esterik**

## Funding

➤ 2012	CHB Grant	\$22,000
➤ 2013	Thrive!	\$8500
➤ 2014		\$25,000
➤ 2006-14	HENS - BFI	\$7500

**TOTAL: \$115,500.00**

\*In-kind – PH Nutritionist

## Evaluation - Tatamagouche

### Emergent Themes:

- More Than Lactation
- Experienced Expert
- In a Village, It takes a Village
- The Health System Matters



**Spin-offs:** Mama Milk,

[www.youtube.com/watch?v=YvTwTEkD7eQ](http://www.youtube.com/watch?v=YvTwTEkD7eQ)

Health Canada Gathering/Grant & Journal Publication

## Capacity Building

**4 Community Engagement Events**



The image shows two event flyers. The top flyer is for 'Celebrating Moms of ALL Ages! LIGHT LUNCHEON + GIFT BAGS + FUN!' at the East Hants Family Resource Centre on Friday, February 6th, 11am - 1:30pm. The bottom flyer is for 'Celebrating Breastfeeding for International Women's Day' on Wednesday, February 19th, 10am - 12pm at the East Hants Family Resource Centre.



### Resources for the Community



- 9 Breastfeeding Resource Books
- 4 Children's Books
- 3 Additional Mothering Books

**TOTAL: 64 New Books for families!!!**

## Social Media

[www.BreastfeedingInCentralNS.ca](http://www.BreastfeedingInCentralNS.ca)



## Local Support

- 4 baby friendly private spaces in CEHHA facilities



## Our 2014 Grant...

- Physician & Pharmacist Engagement
- Preparing to Breastfeed Workshops
- Enhancement of social media & community awareness/engagement
- QI / Research - Understanding Experiences



