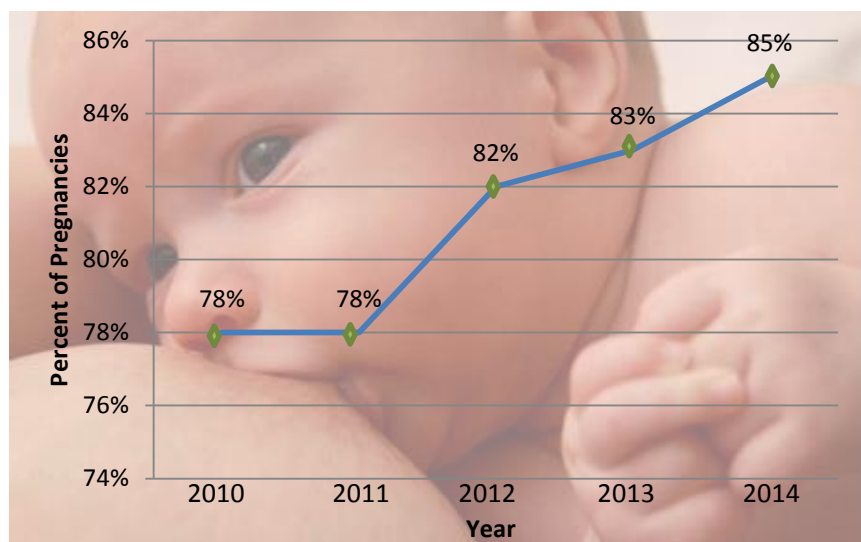


Introduction

This report summarizes the breastfeeding data collected in Hastings and Prince Edward counties. Actionable recommendations are highlighted to help achieve continuing success.

Breastfeeding Rates

Intention to Breastfeed* (Percentage of Pregnancies)



Key Message

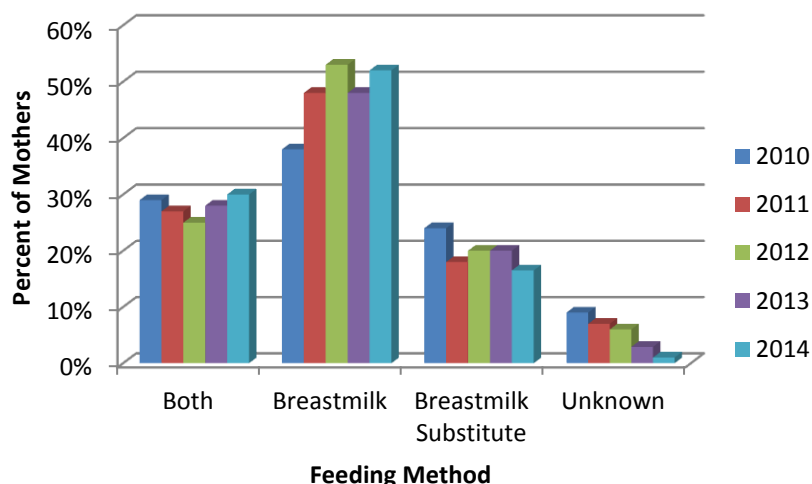
Today, most mothers decide to breastfeed their babies.

Action

Encourage mothers early in their pregnancy to attend prenatal education and the breast-feeding class offered by the Health Unit.

NEW! E-learning prenatal course called *The Gift of Motherhood*.

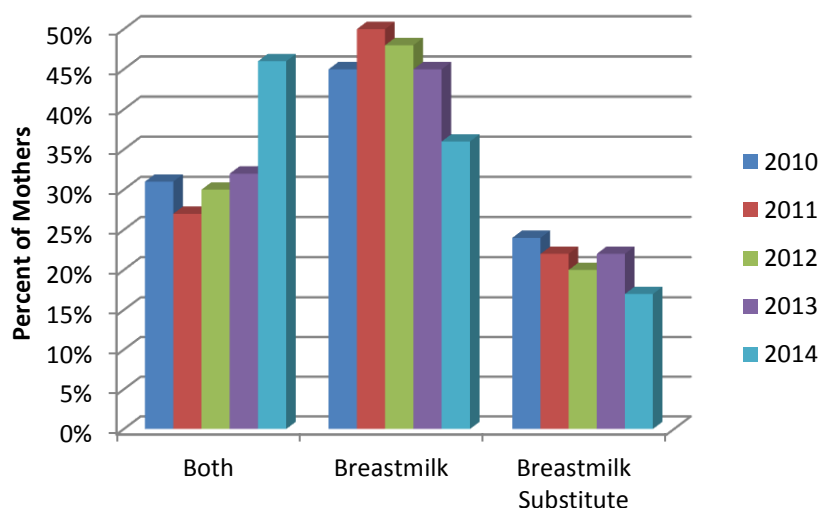
Feeding Method at Hospital Discharge*



During the early days after birth, babies and mothers need time to learn to get it right.

Support and encourage mothers to exclusively breastfeed for 6 months and beyond.

Feeding Method on First Contact With the HBHC Program**



Babies need only breastmilk for the first 6 months.

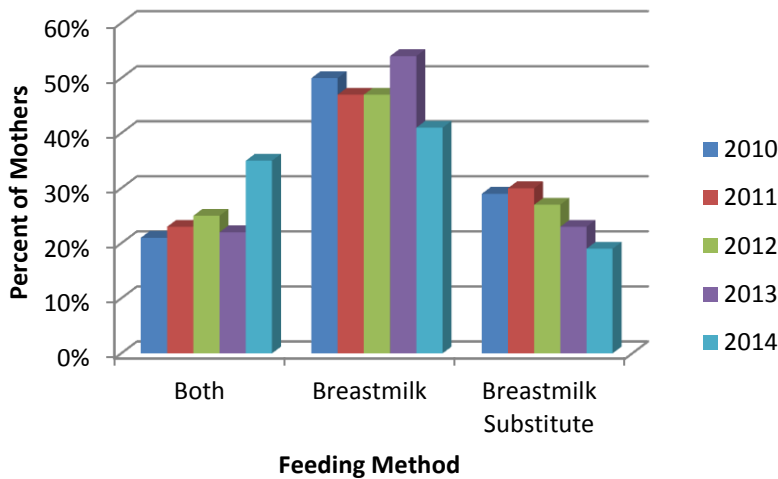
NEW! Baby Feeding Drop-In held at Belleville and Quinte West Public Health offices.

Inform mothers that help and support is available by calling the Child Health CARELine at 613-966-5500.

Visit us on Facebook – Raising Healthy Kids.

Telehealth Ontario 24/7 Breastfeeding Support at 1-866-797-0000.

Infant Feeding Method at 2 Weeks Postpartum**



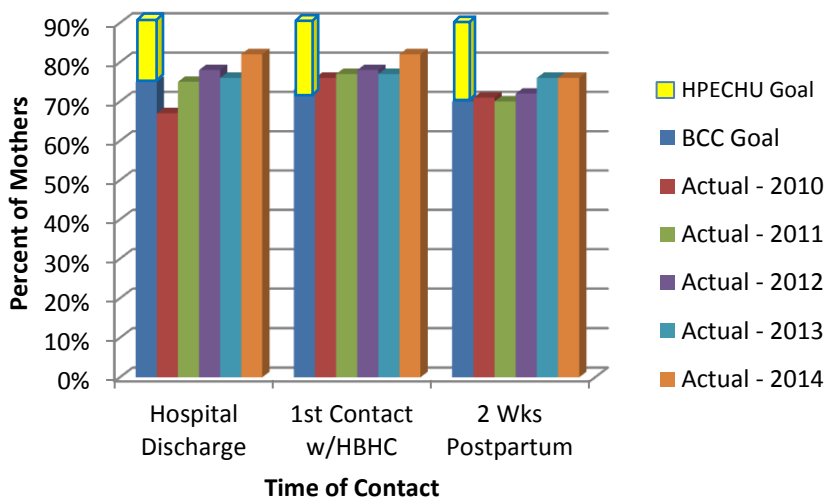
There are signs baby is getting enough milk.

Visit guidelines for nursing mothers at www.beststart.org/resources/breastfeeding/index.html.

Continue to encourage exclusive breastfeeding for 6 months and beyond. "Not enough breastmilk" is often the main reason women cite for stopping breastfeeding.

Help women learn the signs that they are making enough milk.

Goals vs Actual**



The percent of mothers breastfeeding in Hastings and Prince Edward counties is gradually improving. Congratulations to everyone on this success!

Data Sources:

* BORN Ontario – Fiscal Year 2011

** HPEPH Breastfeeding Surveillance database

Disclaimer: Data for 2013 is based on information collected between January 1, 2013 and June 30, 2013.

Data for 2014 is based on information collected between August and November 2014 and used a sample size calculation.

What's New

HPEPH offers a variety of programs, services and resources to protect, promote and support breastfeeding in our community.

Baby Feeding Drop-In

For breastfeeding support and reassurance that baby is feeding well.

- Approximately 10 to 15 minutes with a public health nurse.
- Just drop in; no appointment needed.
- For newborn babies and beyond.
- Call for times and locations.

Breastfeeding Consultations

For anyone experiencing breastfeeding problems such as: latch, sore nipples, milk production and fussy baby.

- Approximately 60 to 90 minutes with a public health nurse.
- By appointment only.
- For newborn babies and beyond.
- Call to book an appointment.

Breastfeeding Hotline

Telehealth Ontario offers 24/7 Breastfeeding advice and support service

Phone: 1-866-797-0000 TTY: 1-866-797-0007

To access more information about these services, please visit our website at www.hpepublichealth.ca.

THIS IS PUBLIC HEALTH