



## Public Health Panel- Ottawa Public Health

Ottawa is the capital of Canada and is Canada's fourth-largest city. It is a complementary blend of urban and rural lifestyles with a high standard of living. Ottawa's economy centers on government and high tech sectors. Almost 85% of the population 15 years and older have a high school certificate, diploma or a university degree.

Ottawa's Census population estimate in 2011 was 883,391 residents of which 51% are female and 49% are male. Sixty percent of residents knew English only, 1.5% knew French only, 37% knew English and French and 1% knew neither English nor French. Twenty four percent of Ottawa's population is a visible minority. Almost 1 in 4 residents is an immigrant, 4 % immigrated between 2006-2011.

There are approximately 224,525 women in Ottawa of childbearing age (age 15 to 49 years), representing 25% of the total population. In 2010, the general fertility rate in Ottawa was 41 per 1000 women aged 15-49. Each year in Ottawa there are 9,500 births; about 200 of them are among teens less than 20 years of age.

In addition to services provided by Ottawa Public Health (OPH), a variety of services are provided by our community partners to support young families:

- Three large hospitals with birthing centers and related services. The Ottawa Hospital has 2 sites- ( The Ottawa General and the Ottawa Civic Hospital), the Queensway Carleton and the Montfort Hospital
- Midwifery services
- Ontario Early Years Centers
- Ottawa Public Libraries
- Parenting and Family Literacy Centers
- Resources specific to young parents
- Community Health and Community Resource Centers
- Recreation Services through the City of Ottawa
- Private Lactation Support
- Daily breastfeeding support-drop-ins (Saturday and Sunday clinics supported by OPH)
- La Leche League

Currently in Ottawa there are two Community Health Centers designated Baby-Friendly: Centretown Community Health Centre and Somerset West Community Health Centre. Some area hospitals are actively working towards designation.

### Ottawa Public Health:

- Achieved Baby-Friendly Initiative designation in May 2013
- Provides public health programs and services to individuals and communities while advocating for public policies that make our city and its residents healthier
- OPH is a teaching health unit and works with all post secondary educational institutions in the area
- Has over 600 staff and more than 230 volunteers who work to improve the health of all residents
- Is governed by the Board of Health, which is comprised of elected members of City Council and public members. The Board of Health is responsible for upholding standards under the Health Protection and Promotion Act and other legislation, and for establishing the overall objectives and priorities of OPH. The Ottawa Board of Health has a legislated duty to ensure the provision of public health programs and services to the citizens of Ottawa, and to govern these programs and services in the public interest, including fiscal and administrative oversight. Its inaugural meeting was held in April 2011.
- Is funded by the Ministry of Health and Long-Term Care, the Ministry of Children and Youth Services and the City of Ottawa
- Has legislated responsibility for delivering public health services including health protection, disease and injury prevention, control of communicable diseases, family health services and responding to public health emergencies
- Delivers bilingual programs and services both rural and urban communities
- Works locally with individuals and families of all ages, all abilities and from all cultures, as well as with the community and partner agencies, to promote and protect health and to prevent disease
- Provides programs in a variety of settings including, work places, day cares, schools, households, seniors' care and health care facilities, and community spaces

#### Information and response to questions from moderator:

#### 1. Organizations stats – number of families served (birth cohort)

- Breastfeeding rates- initiation, exclusivity and duration

Birth cohort: 9708 (4 hospitals and midwife deliveries)

**Table 1 – Proportion of women who intended to breastfeed, proportion who initiated breastfeeding and duration of breastfeeding in Ottawa, Ontario and Canada**

Location	Intention (%)	Initiation (%) <sup>(3)</sup>	Any breast milk on discharge from hospital (%) <sup>(1)</sup>	Exclusive breast milk on discharge from hospital (%) <sup>(1)</sup>	2 months – any breast milk (%) <sup>(3)</sup>	2 months – exclusive breast milk (%) <sup>(3)</sup>	4 months – any breast milk (%) <sup>(3)</sup>	4 months – exclusive breast milk (%) <sup>(3)</sup>	6 months – any breast milk (%) <sup>(3)</sup>	6 months – exclusive breast milk (%) <sup>(3)</sup>
Ottawa	93.2 <sup>(1)</sup>	93.8	78.3	54.1	79.9	72.5	73.1	60.0	71.3	41.0
Ontario	84.6 <sup>(1)</sup>	88.5	71.8	50.6	67.3	55.6	57.7	42.4	47.3	25.3
Canada	90.0 <sup>(2)</sup>	87.4 <sup>(4)</sup>	---	---	---	---	---	---	---	26.2 <sup>(4)</sup>

(1) BORN Ontario 2011. Note: In 2011, 13% of Ottawa data on feeding at discharge from hospital and 18% of Ontario data were missing.

(2) What Mothers Say: The Canadian Maternity Experiences Survey 2006-2007

- (3) Canadian Community Health Survey (CCHS) 2009/2010. Ontario Share File. Statistics Canada  
(4) Canadian Community Health Survey (CCHS) 2009/2010. CANSIM 105-0502. Statistics Canada

Things we are proudest of:

- New infant feeding surveillance system
- Revised policies that include designated breastfeeding rooms and spaces
- Breastfeeding Anytime, Anywhere messaging spreading throughout the corporation with signage and breastfeeding space at city hall
- Internal “Awareness Campaign” where cartoons and cute graphics are used to get staff talking about breastfeeding
- Revised prenatal classes and changes to the delivery of our prenatal services
- Breastfeeding and parenting supports are available 7 days a week
- Trained over 900 staff, students and volunteers using an on-line breastfeeding learning module. Completion of this module is now a requirement of all of staff, *students* and volunteers entering into service at OPH. This ensures that our important messages will be far reaching into the community and educational facilities

**2. If you could give one piece of advice to an organization starting out, what would it be?**

- Ensure that you have buy in from senior management and staff. A dedicated project team with dedicated resources ensured other priorities/work did not get in the way of work toward Baby-Friendly Initiative designation
- Make use of the resources already available and lessons learned etc from other health units and designated facilities

**3. What was the biggest challenge moving towards baby-friendly designation?**

- The number of staff/volunteers and access to them (mobility, different offices etc)
- Buy in from some staff and volunteers - making it meaningful to their work
- Evaluation must be ongoing, with monitoring for knowledge transfer

**4. How do you engage your community?**

- Internal (staff etc): weekly messages to staff through an Awareness Campaign , internal advisory committee, email box to facilitate communication with the Baby-Friendly team, information on the City of Ottawa intranet accessible to OPH employees (Ozone), Ottawa Breastfeeding Buddies (OBB) (telephone peer support program)
- Public: website, social media, prenatal classes, baby-express drop-ins, home visits, services 7 days a week , breastfeeding symposium, breastfeeding challenge events

**5. How do you support the local hospitals?**

- Champlain Maternal Newborn Regional Program- breastfeeding promotion committee (hospitals, CHCs CRCs)
- HBHC liaison with the hospitals, referral process, intake for referrals

- Provide a breastfeeding resource and PDFs for formula information (only for mothers who require this information after making informed decision to formula feed)
- Continuity of care from the hospital to the community
- Promotion of prenatal classes

**6. How do you support formula feeding families?**

- Provide evidenced based information on preparation storage and handling of formula (fact sheets and web)
- Fact sheets for families who identify as formula feeding provided to the hospitals to distribute
- Recall information on website
- Information on informed decision making provided on-line and in in-person prenatal classes
- Support skin-to-skin and feeding cues messages for ALL babies

**7. What resources/structures (i.e. committees, guidelines, documents) have been the most helpful?**

- Cross-departmental, interdisciplinary internal advisory committee who acted as champions and created buy-in from staff
- Ontario BFI in Community Health Services- attend meetings and make use of list serve questions and responses
- BCC website and documents-BCC BFI Practice Outcomes Indicators for Hospitals and Community Health Services