A settings-based approach to Breastfeeding Health Promotion

Breastfeeding Friendly Pharmacies
Outline

- The idea
- Pharmacy consultation
- *The Breastfeeding Friendly Pharmacy Project*
- Barriers and solutions
- The future...
The idea

• Most accessible medication expert
• Breastfeeding Peer Support Service
• Breastfeeding FAQs + common advice
• Unnecessary cessation
Pharmacy Consultation

Goal
- Provide support and enhance existing practices

Online Survey
- 53% response rate (email + phone call)

Focus Groups
- 2 urban, 3 rural with 10 survey participants and 3 non-survey participants
- Generic qualitative thematic analysis
Results
Online Survey

- FAQs on a range of topics
- Resource about breastfeeding and medication
- Other breastfeeding information? (50% none, 30% yes, 20% unsure)
Results
Online Survey

• No formal identification process
• 50% received contraindicated scripts monthly, 14% daily
• Limited professional development (50% none, 35% some, 14% training)
“including the pharmacy staff. Having that update about gold standard and best practice is really important so it’s not just us.”

- Pharmacist

“…wouldn’t even know what the common problems are and how to overcome them…continuing education…”

- Pharmacist

“I don’t want to feel like the pharmacy is shunning them away if they are not breastfeeding. I feel if you practice is stifling…have too many rules…”

- Pharmacist

“WellSouth Primary Health Network
Hauora Mātua Ki Te Tonga
Breastfeeding Friendly Pharmacy Project

• Settings-based
• Four key aspects:
  • Policies,
  • signage,
  • professional development,
  • community engagement
Breastfeeding Friendly Pharmacy Project

Recruitment
- Launch of webinar
- In-person delivery of signage
- Follow-up phone call

Manager Meeting
- Oral pitch
- Document review
- Phone/email

Staff Talk
- Project
- General BF
Barriers and solutions

- Time
  - Pre-written
  - Technology

- Communication
  - 10 minute briefing

- Priorities
  - Promotion
  - Certificate
The future...

- Cultural norm
- The Baby Friendly Community Initiative by New Zealand’s Breastfeeding Alliance.
- Health promotion setting
References


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