



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

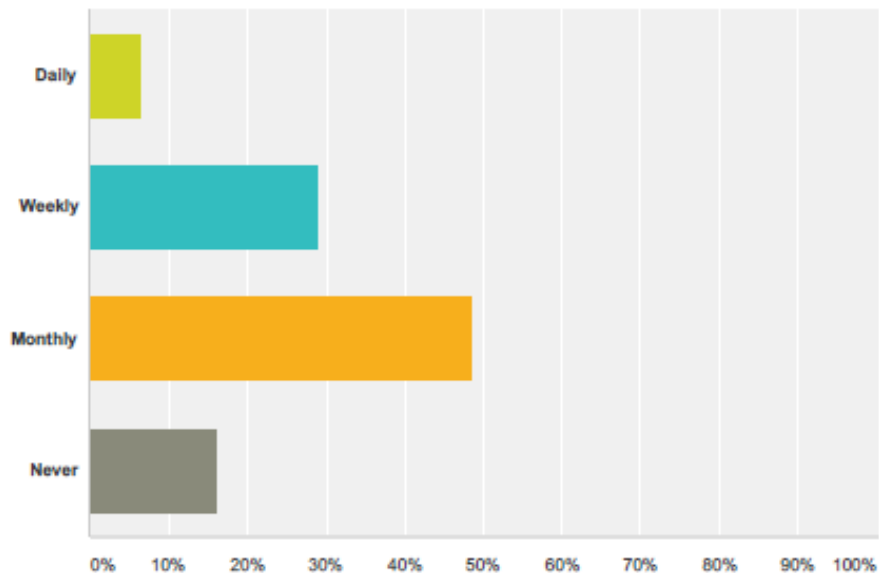
- 2 urban, 3 rural with 10 survey participants and 3 non-survey participants
- Generic qualitative thematic analysis

Results

Online Survey

Q1 How often are you approached about breastfeeding related questions?

Answered: 31 Skipped: 0



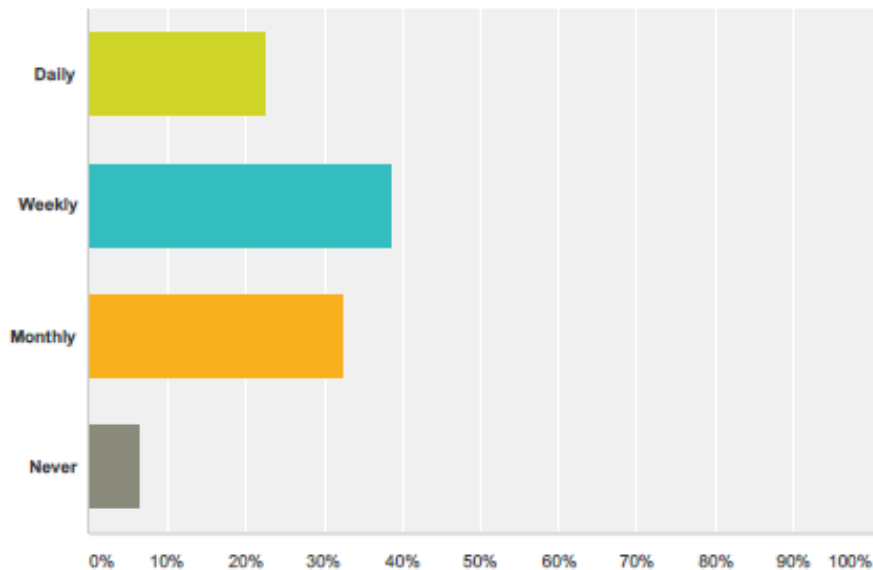
- FAQs on a range of topics
- Resource about breastfeeding and medication
- Other breastfeeding information? (50% none, 30% yes, 20% unsure)

Results

Online Survey

Q4 How often do you ask women if they are breastfeeding when dispensing a medication?

Answered: 31 Skipped: 0



- No formal identification process
- 50% received contraindicated scripts monthly, 14% daily
- Limited professional development (50% none, 35% some, 14% training)

““in modifying the even know
“I don't want to feel like the
pharmacist staff having
pharmacy is shunning them
that people are going to blow
away if they are not
stand over come best
breastfeeding. I feel if you
practice is continuing
have too many rules...”-
in education. It's not just
Pharmacist
us Pharmacist



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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