



CITY OF HAMILTON
PUBLIC HEALTH SERVICES
Family Health Division

TO:	Mayor and Members Board of Health
COMMITTEE DATE:	May 22, 2014
SUBJECT/REPORT NO:	Public Health Nurse/Lactation Consultant Secondments - McMaster Family Health Team and the Maternity Centre of Hamilton - BOH14014 (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Tammy McIlroy (905) 546-2424, Ext. 1593
SUBMITTED BY:	Elizabeth Richardson, MD, MHSc, FRCPC Medical Officer of Health Public Health Services Department
SIGNATURE:	<i>Elizabeth Richardson</i> Acting Dept Head for: Dr Richardson

RECOMMENDATION

- (a) That the Board of Health authorize and direct the Medical Officer of Health to receive, utilize and report on new funding for the Breastfeeding Team from the McMaster Family Health Team and the Maternity Centre, and execute a secondment agreement between the City and the McMaster Family Health Team and Maternity Centre, satisfactory in form to the City Solicitor;
- (b) That the Board of Health authorize and direct the Medical Officer of Health to increase complement in the Breastfeeding Team by 1.0 FTE full time equivalent Public Health Nurse.

EXECUTIVE SUMMARY

The McMaster Family Health Team (FHT) and the Maternity Centre have approached Public Health Services (PHS) requesting to second a Public Health Nurse/Lactation Consultant (PHN/LC). Such a secondment would provide benefits to all involved.

McMaster FHT and the Maternity Centre would benefit by receiving breastfeeding support services for their clients, provided directly by the PHN/LC and also through education and support for health care providers.

PHS would benefit from an opportunity to contribute to consistent breastfeeding information and support across the community. This partnership would provide an opportunity for PHS to learn more about how to support community partners in adopting best practices for infant feeding, and would align with the Ontario Public Health Standards (OPHS) requirements to support breastfeeding.

The community would benefit by receiving consistent breastfeeding information and support from health care providers.

Alternatives for Consideration – see page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS (for recommendation(s) only)

Financial: The McMaster FHT and Maternity Centre would pay for all costs related to the PHN/LC secondment position(s) including salaries/benefits and all operating costs. There would be no impact on the net levy.

Staffing: The secondment would allow an increase in PHN complement by 1.0 FTE. To maximize collaboration, staffing would likely take the form of two full-time PHN/LCs each working half-time with PHS and half-time with the McMaster FHT and the Maternity Centre. This model would also help to ensure that the seconded PHN/LCs remain up-to-date regarding PHS services and practices. When the secondment ends, the PHN complement would be decreased. It is anticipated that such a reduction could likely be implemented through attrition.

Legal: Legal services would be engaged in the development of the agreement with the McMaster FHT and Maternity Centre, in order to effect the secondment as outlined in this report.

HISTORICAL BACKGROUND (Chronology of events)

McMaster FHT and the Maternity Centre employ a Lactation Consultant who plans to retire in early July. An initial conversation regarding a possible secondment with PHS took place in March 2014.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

No policy implications.

RELEVANT CONSULTATION

Helen Klumpp, Manager of Finance and Administration, reviewed the financial content of this report.

Anne Childs, Co-lead/Coordinator, from the McMaster FHT and Claudia Steffler, Unit Director/Nurse Practitioner of the Department of Family Medicine/Maternity Centre reviewed the report to ensure accuracy of the information regarding the secondments.

An appointed Solicitor for the City of Hamilton will review the agreement prior to signing.

**ANALYSIS AND RATIONALE FOR RECOMMENDATION
(Include Performance Measurement/Benchmarking Data if applicable)**

Breastfeeding is well recognized as the optimal feeding method for infants and young children. Current breastfeeding guidelines issued by the World Health Organization (WHO), UNICEF and Health Canada all maintain that infants should be exclusively breastfed for the first six months of life, and that breastfeeding should continue for the first two years of life and beyond. The OPHS reflect "an increased rate of exclusive breastfeeding until six months, with continued breastfeeding until 24 months and beyond" as a societal outcome.

The City of Hamilton is currently seeking Baby Friending Initiative (BFI) designation. Such designation will recognize that the City of Hamilton protects, promotes and supports breastfeeding as the normal feeding choice for mothers and babies for the first two years and beyond. The McMaster FHT and Maternity Centre serve 40,000 clients through three locations (Maternity Centre of Hamilton, McMaster Family Practice Unit and Stonechurch Family Health Centre), 160 health providers and 100 learners each year. The Maternity Centre is located at 180 James Street South, McMaster Family Practice Unit is located at 1280 Main Street West and Stonechurch Family Health Centre is located at 1475 Upper Ottawa Street. Enhanced partnership would allow PHS to extend the BFI commitment more broadly across the community.

With an opportunity to connect with prenatal clients at the McMaster FHT and Maternity Centre, earlier breastfeeding conversations could take place in the prenatal period, including the normalization of breastfeeding. This timing is important because women who decide to breastfeed before or during pregnancy are more likely to start and continue breastfeeding.

Enhanced collaboration between McMaster FHT, the Maternity Centre and PHS would facilitate clear and consistent breastfeeding messaging among health care providers and the community, enabling mothers to make informed decisions about feeding choice. Consistent messaging will be particularly important given the upcoming co-location at the new McMaster Health Campus.

ALTERNATIVES FOR CONSIDERATION

(Include Financial, Staffing, Legal and Policy Implications and Pros and Cons for each alternative)

The Board of Health could direct the Medical Officer of Health to decline this secondment.

Financial: This alternative would forego funding for 1.0 FTE PHN/LCs.

Staffing: The PHN/LC complement would not be increased.

Legal: No secondment agreement would be required.

Pros: The work associated with developing and maintaining a secondment agreement and supervising an additional PHN/LC(s) would be avoided.

Cons: An opportunity to provide the best possible breastfeeding support for McMaster FHT and Maternity Centre families would be lost, and as a result breastfeeding rates will not be optimized. An opportunity to further build collaborative approaches across organizations would be lost.

Given these considerations, this alternative is not recommended.

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

- 2.1 Implement processes to improve services, leverage technology and validate cost effectiveness and efficiencies across the Corporation.

- 2.2 Improve the City's approach to engaging and informing citizens and stakeholders.
- 2.3 Enhance customer service satisfaction.

APPENDICES AND SCHEDULES ATTACHED

Not Applicable