

Infant Nutrition Education Strategy (INES) 2017 Annual Report

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Families First Home Visitor Infant Nutrition Education Toolkits

Actions

- Families First Home Visitor (FFHV) Infant Nutrition Education Toolkits were fully launched and largely completed at the beginning of 2017. The toolkits were evaluated throughout 2017. Results from the evaluation were very positive. A complete summary of the results will be available in early 2018.
- In March 2017, INES leads met with Health Baby Program Consultants to introduce the resources and see if there was interest in duplicating the resources for use at rural Healthy Baby sites. Some resources from the FFHV toolkits were duplicated, including: Signs of Readiness for Solid Foods Flipbook Presentation, Feeding Baby Solid Foods Flipbook Presentation, Products Marketed for Babies: Does my baby need them? Flipbook Presentation and the Feeding Your Baby Solid Foods Grab Bag. The INES team also facilitated a short presentation on May 9, 2017 at the Healthy Baby Provincial Meeting to introduce the tools to Healthy Baby service providers.

Next Steps

- Review FFHV infant nutrition toolkit evaluation results and make changes to tools if necessary.
- Make the Raising Our Healthy Kids videos available on DVD. These were intended to be included in the toolkits, but technological challenges have not made this possible to date.

Review of Infant Nutrition Classes

Actions

- The results of the Infant Nutrition Class survey conducted from February to July 2016 were compiled and reviewed in January 2017. The purpose of this survey was to create a baseline measurement of people currently attending infant nutrition classes so that comparisons could be made after full implementation of INES. The survey was distributed before the class started, in order to measure participants' knowledge prior to the class. The findings from this baseline survey are outlined below.

INC Baseline Survey Findings

- Surveys were collected for one year, from Jan to Dec 2016.
- A total of 297 surveys were collected.
- 79% agree with the statement that babies are ready for solids "around 6 months", 9% agree with the statement that babies are ready for solids "at 4 months", 12% agree with the statement that babies are ready for solids "at 6 months"

- 76% agree with the statement that babies' first foods should be iron rich, 18% disagree with the statement that babies' first foods should be iron rich
 - 19% of participants did not attend other community based programs where nutrition information might be shared like Healthy Baby/Healthy Start for Mom and Me, Breastfeeding Feeding Support groups, La Leche League, prenatal or other
 - Of the participants who answered the question "What information sources do you currently use for nutrition information?" The following were the most often selected: Friends = 17%, Family = 16%, M.D. = 11%, PHN = 8%, Pamphlets = 7%, Website = 7%, RD = 4%, Class = 3%
 - Of the participants who answered the question "How would you prefer to get info about feeding baby?" The following were the most often selected: Attend a class = 45%, Website = 41%, Phone call with a professional = 18%, Email = 15%, Facebook = 12%
 - Limitations of the survey: Not all participants completed the survey as it was voluntary, participants who did complete the survey did not always answer all the questions, survey did not direct participants to choose only one answer which would have provided better sense of prior knowledge.
- A comprehensive schedule of all infant nutrition classes city-wide was created and is shared with Public Health admins who register clients for the classes. This facilitates client referral and registration in other classes as necessary.

Next Steps

- Continue to offer Infant Nutrition Classes city-wide, reevaluating and creating efficiencies as necessary/required.

Agency Capacity Building

Actions

- A list of possible agencies available to partner with for offering infant nutrition information was created with the assistance of all public health dietitians. A presentation and list of resources for use with agencies was created.

Next Steps

- Finalize infant nutrition presentation and resources that will be provided to agencies.
- Disseminate information and plan training sessions.

Consistent Infant Feeding Information

Actions

- Explored opportunities to share resources with Manitoba physicians to improve consistent messaging about infant feeding.

Next Steps

- Connecting with primary care and Healthy Child Manitoba regarding resource distribution.