



**Healthcare Provider Webinar**  
Middlesex and London Region  
November 21, 2023

# Welcome

Presenter:

**Dr. Joanne Kearon**

Associate Medical Officer of Health

Middlesex-London Health Unit

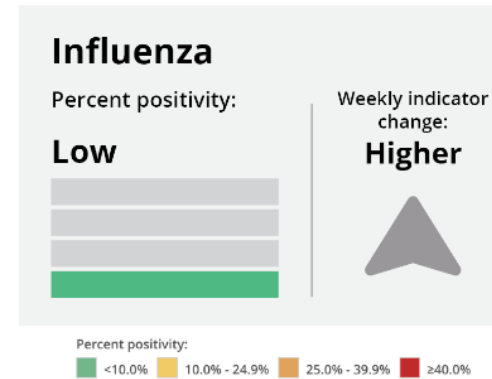
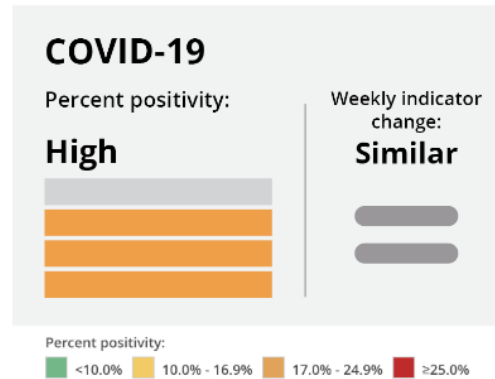
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# Outline

- Respiratory Virus Activity
- Vaccines: Influenza and COVID-19
- Special Presentation: The Journey to Exclusive Breastfeeding
- Call to Action: Ontario Drug Benefit (ODB) Program Amendments

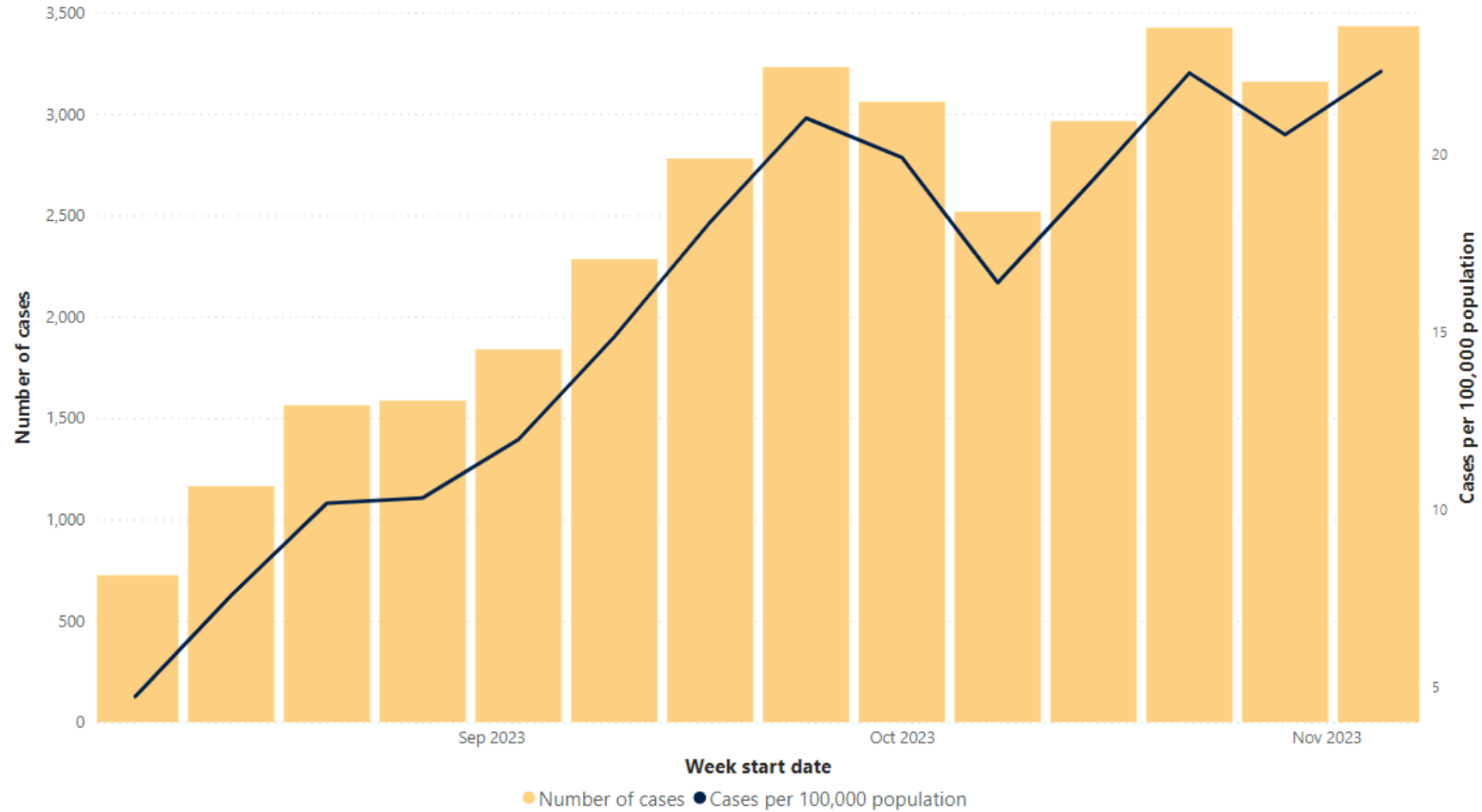
# Respiratory Virus Activity

## November 5, 2023 – November 11, 2023

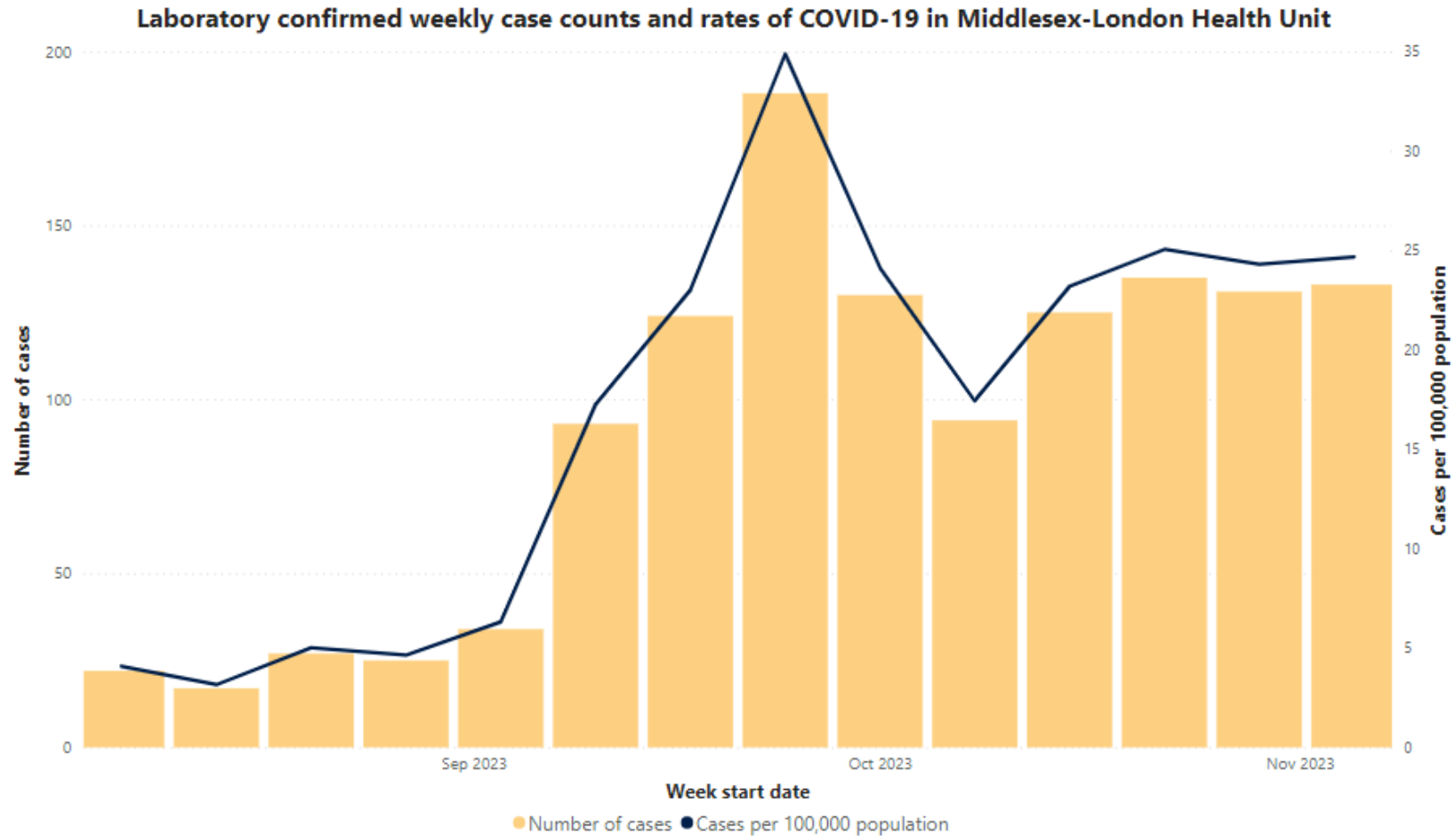


Respiratory virus activity	
Virus	Percent positivity (%)
Adenovirus	0.9%
COVID-19	18.2%
Enterovirus/Rhinovirus	8.7%
Human metapneumovirus	0.2%
Influenza A	1.2%
Influenza B	0.1%
Parainfluenza (all types)	1.1%
Respiratory syncytial virus	7.6%
Seasonal human coronavirus	0.3%

### Laboratory confirmed weekly case counts and rates of COVID-19 in Ontario

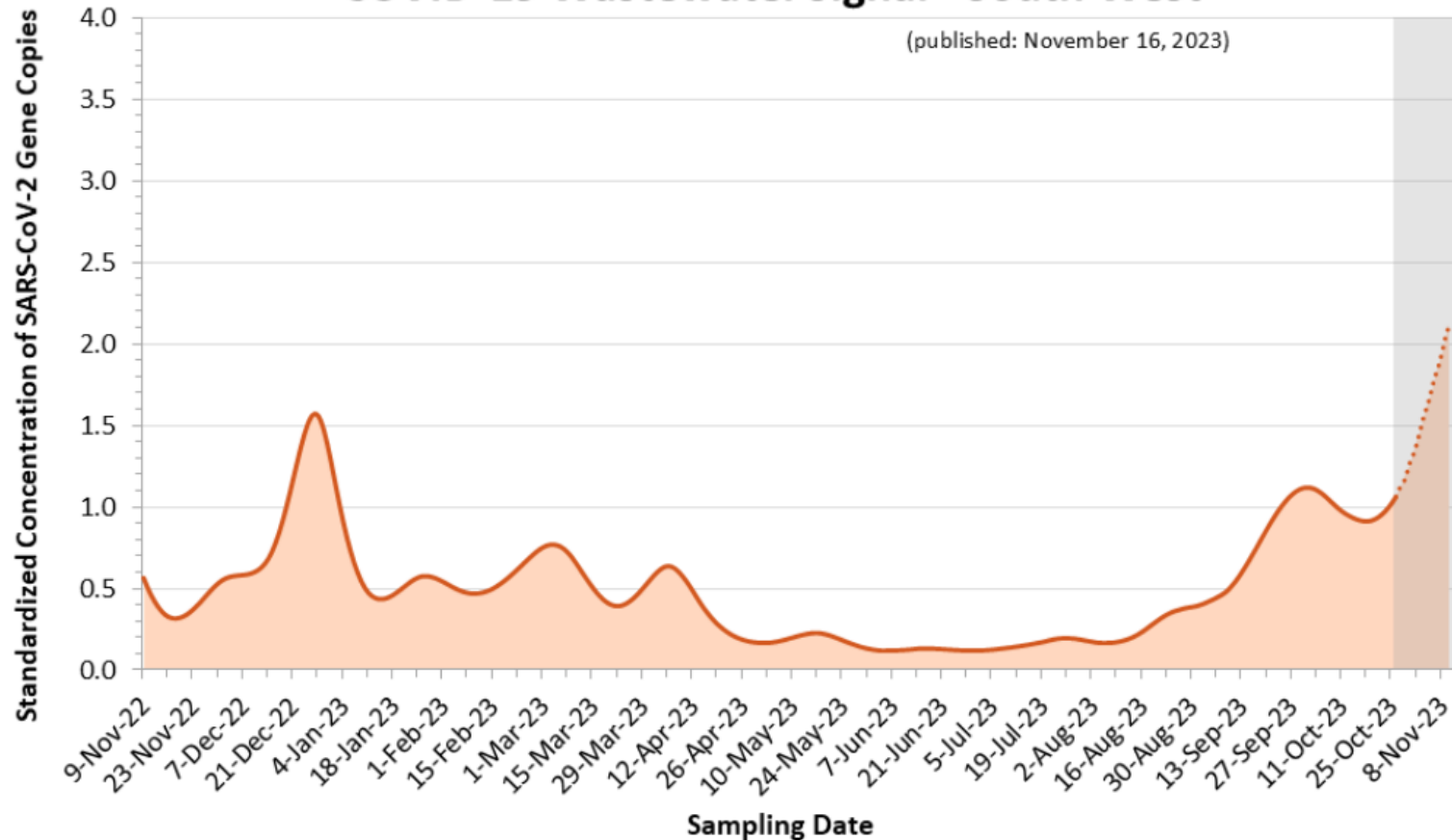


**Data source:** Public Health Ontario- *Ontario Respiratory Virus Tool*, extracted 2023-11-17. Data current as of the end of day 2023-11-17.  
<https://www.publichealthontario.ca/en/Data-and-Analysis/Infectious-Disease/Respiratory-Virus-Tool>



**Data source:** Public Health Ontario- *Ontario Respiratory Virus Tool*, extracted 2023-11-17. Data current as of the end of day 2023-11-17.  
<https://www.publichealthontario.ca/en/Data-and-Analysis/Infectious-Disease/Respiratory-Virus-Tool>

## COVID-19 Wastewater Signal - South West



**Data source:** Ontario Agency for Health Protection and Promotion (Public Health Ontario). COVID-19 wastewater surveillance in Ontario. Toronto, ON: King's Printer for Ontario; 2023. Extracted 2023-11-17. Data current as of the end of day 2023-11-17. <https://www.publichealthontario.ca/en/Data-and-Analysis/Infectious-Disease/COVID-19-Data-Surveillance/Wastewater>

# Influenza Vaccine

- As of October 30th, 2023, available to:
  - All individuals six months of age and older
- Individuals 65 years of age and older:
  - All vaccines protect against the flu. Do NOT delay vaccination to wait for a certain product.
- Vaccines available to order from the Health Unit:

## Vaccine

Fluad<sup>®</sup> – Trivalent-Adjuvanted Inactivated Vaccine (TIV-Adj)

Fluzone<sup>®</sup> - Standard Dose Quadrivalent Inactivated vaccine (QIV)



# COVID-19 Vaccine

- As of October 30th, 2023, available to:
  - All individuals six months of age and older
- Vaccines available to order from the Health Unit:

Vaccine	Available to Individuals Ages:
Moderna Spikevax® (Omicron XBB.1.5 subvariant) and Infant Pfizer -BioNTech Comirnaty® (Omicron XBB.1.5 subvariant)	6 months – 4 years (Moderna is preferred product for this age group for those previously unvaccinated)
Pediatric Pfizer-BioNTech Comirnaty® (Omicron XBB.1.5 subvariant)	5 years - 11 years
Pfizer-BioNTech Comirnaty® (Omicron XBB.1.5 subvariant)	12 years and older

# Western Fair Vaccination Clinic

- Location:
  - 900 King St, London
  - Accessible through main building (also houses Gateway Casinos)
- Hours:
  - Tuesday – Saturday: 11 AM – 6 PM
  - Closed on Sundays and Mondays
  - Closed on Friday, December 1
- To Book an Appointment:
  - Visit [www.covidvaccinelm.ca](http://www.covidvaccinelm.ca) or
  - Call 226-289-3569 (Monday – Friday, 9 AM – 5 PM)

# Pop-Up COVID-19 Vaccination Clinics

Date and Time	Location
Wednesday, Nov. 22 12PM to 6PM	<p>Mount Brydges, Caradoc Community Centre 565 Lions Park Dr, Mount Brydges</p> <p>NOTE: Appointments are recommended, but walk-in options may be available at the Nov. 22 clinic in Mt Brydges. To book an appointment, please visit <a href="http://www.covidvaccinelm.ca">www.covidvaccinelm.ca</a> or call 226-289-3560, Monday to Friday between 9:00 a.m. and 5:00 p.m.</p>
Wednesday, Nov. 29 3PM to 7PM	<p>Jalna Branch, London Public Library 1119 Jalna Blvd, London</p> <p>NOTE: Walk into the Jalna Branch Library clinic anytime between 3PM and 7PM. Appointments are not required.</p>

# Additional Community Locations for COVID-19 Vaccination

## Children's Hospital Vaccination Clinic

- Offers services for children 6 months to 17 years of age and their families that may require extra supports.
- More information, please visit [www.lhsc.on.ca](http://www.lhsc.on.ca) or email [childrenscovidvaccine@lhsc.on.ca](mailto:childrenscovidvaccine@lhsc.on.ca).
- To book an appointment: 519-685-8500 ext. 56918 (9AM to 5PM, Monday to Friday).

## Pharmacies

- To make an appointment, contact the pharmacy directly.



# The Journey to Exclusive Breastfeeding

Healthcare Provider Webinar

2023 November 21

# Overview

- Why focus on breastfeeding
- The current context in Middlesex-London
- Priorities for moving forward
- Key clinical practices
- What we can do
- Resources and supports for healthcare providers and clients

# Breastfeeding is Important

- Breastfeeding, exclusively for the first six months and continued up to two years and beyond, is recommended for healthy term infants as the optimal feeding method (Health Canada, 2012)
- Breastfeeding is important ....
  - nutritional and immunological benefits to baby,
  - reduced risk of chronic disease;
  - ensures food security for families;
  - supports infant mental health and secure attachment;
  - and more...

# Current Context in Middlesex-London

- Prenatal intention to breastfeed:
  - Any breastfeeding remains high at over 90%
  - Exclusive breastfeeding has started to decline in past couple of years
- Breastfeeding at hospital discharge:
  - Any breastfeeding remains high at over 90%
  - Exclusive breastfeeding at hospital discharge – has taken a down-turn from over 60% to closer to 44.7%
- Lowest rate in 10 years; trending lower since pandemic

(BORN Information System; Middlesex-London Infant Feeding Surveillance System)



# Priorities Moving Forward

- Breastfeeding initiation and duration rates increase with **active protection, support, and promotion** (Health Canada, 2012)
- Implement the policies and practices of the **Baby-Friendly Initiative for hospitals and community health services** (Health Canada, 2012; Registered Nurses Association of Ontario, 2018; Canadian Pediatric Society, 2022)
- **Ten Steps to Successful Breastfeeding** (World Health Organization & UNICEF, 2018; Breastfeeding Committee for Canada, 2021)

# Key Clinical Practices

- Prenatal education
- Skin-to-skin contact at birth and ongoing
- Support breastfeeding initiation and maintenance
- Mother-infant togetherness
- Responsive, cue-based feeding
- Informed decisions around use of bottles and pacifiers
- Ensure support

## What We Can Do

- Patient Health Teaching based on three key messages:
  - Prepare for baby's arrival
  - Help breastfeeding get off to a good start
  - Know where to go for support (prenatal and postpartum)

# Prepare for Baby's Arrival

- Learn why breastfeeding is important
- Learn how breastfeeding works and about normal newborn behaviour

## **Key Message #2: Help Breastfeeding get off to a Good Start**

- Feed as soon as possible after birth
- Provide early skin-to-skin contact
- Feed frequently
- Keep your baby close (share a room together)
- Learn hand expression (give breastmilk if supplements are needed)

# Key Message #3: Know Where to go for Support: Prenatal

## In person:

- Smart Start for Babies Program
  - <https://www.healthunit.com/prenatal-health>
- Nurse Family Partnership Program
  - <https://www.healthunit.com/nurse-family-partnership>
- Healthy Babies Healthy Children
  - <https://www.healthunit.com/healthy-babies-healthy-children>

## Online:

- Prenatal Health eLearning Program
  - <https://www.healthunit.com/prenatal-health>
- Prenatal eManual
  - <https://www.healthunit.com/prenatal-Emanual>

## Key Message #3: Know Where to go for Support: Postpartum

- Website information, videos, and links to resources
  - [www.healthunit.com/breastfeeding](http://www.healthunit.com/breastfeeding)
- Speak with a public health nurse
  - 519-663-5317
- Breastfeeding home visits are available
  - <https://www.healthunit.com/breastfeeding-home-visits>

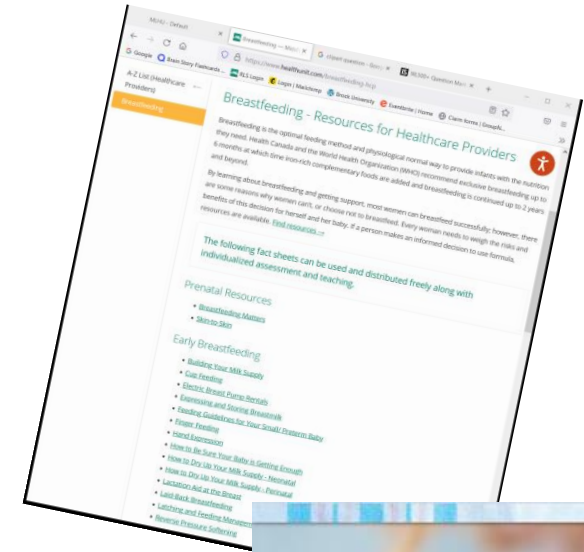
# Baby-Friendly Practices Workshops for HCP

- One-day workshop that supplements key information from the RNAO Breastfeeding eLearning Course
- Interactive, hands-on activities, and discussions
- Has been certified for up to 7 Mainpro+® credits
- For registration and other details:
  - <https://www.healthunit.com/hcp-educational-opportunities>
  - December 14<sup>th</sup> is the next one!



# Resources & Tools

- Client information, videos, and links to resources/supports:
  - [www.healthunit.com/breastfeeding](http://www.healthunit.com/breastfeeding)
- Client fact sheets:
  - [www.healthunit.com/breastfeeding-hcp](http://www.healthunit.com/breastfeeding-hcp)
- Provincial booklet:
  - [Breastfeeding Matters – An Important Guide to Breastfeeding](#) (Best Start)



# Postcards Available

## THE JOURNEY TO EXCLUSIVE BREASTFEEDING



- ♥ *Prepare for baby's arrival*
- ♥ *Help breastfeeding get off to a good start*
- ♥ *Know where to go for support*

### Prepare for baby's arrival

- Learn why breastfeeding is important
- Learn how breastfeeding works and normal newborn behaviour

### Help breastfeeding get off to a good start

- Feed as soon as possible after birth
- Provide early skin-to-skin contact
- Feed frequently
- Keep your baby close (share a room together)
- Learn hand expression (give breastmilk if supplements are needed)

### Know where to go for support

- Website information and resources:  
www.healthunit.com/breastfeeding
- Speak with a public health nurse at 519-663-5317
- Breastfeeding home visits are available



Scan the QR code for more tips and  
information and how to get support

Email [healthcareproviders@mlhu.on.ca](mailto:healthcareproviders@mlhu.on.ca) to order postcards.

# Call to Action:

## Ontario Drug Benefit (ODB) Program Amendments

- Cost of feeding infants with a diagnosis requiring strict avoidance of soy and milk proteins is a significant challenge for many families.
- If these children receive supplementation, they require hypoallergenic formula.
- [Call to Action: ODB Program Amendments to Support Infants and Children with a Medical Diagnosis\\* Requiring Strict Avoidance of Standard Soy and Milk Proteins.](#)
- Please sign and date this [letter of endorsement](#) to strengthen the Call to Action.
- Email letter to Ministry delegates.

## HCP eNewsletters and Webinars

- eNewsletters will continue twice a month
- Webinars will continue monthly on the third Tuesday (Wednesday when the Monday is a stat holiday) of the month, 12:00 p.m. - 12:30 p.m.
- Upcoming dates:
  - [December 5](#)
  - [January 16](#)
  - [February 21](#)

# Thank you for joining us!

## Questions?

- Ask using chat function now, or after the webinar at:  
[healthcareproviders@mlhu.on.ca](mailto:healthcareproviders@mlhu.on.ca)
- For urgent matters please call the Health Unit's  
main line at **519-663-5317**
- For more information  
[www.healthunit.com/healthcare-providers](http://www.healthunit.com/healthcare-providers)