

Update on New Services Being Provided to Postnatal Families During COVID-19 and New Infant Feeding Data

Attention: Family Health Teams, Physicians, Nurse Practitioners, Midwives, Central LHIN, NSM LHIN, Near-North BFI Committee Members

Date: October 28, 2020

1. **NEW - Universal Postpartum Calls**

Due to challenges faced by many families during COVID-19, Public Health Nurses (PHNs) are now calling all new mothers within the first few days after birth, who have consented to receive a call based on the postpartum screen conducted for the Healthy Babies Healthy Children program.

PHNs can offer multiple calls and a home visit to new parents, based on identified needs, offering support and assessment about:

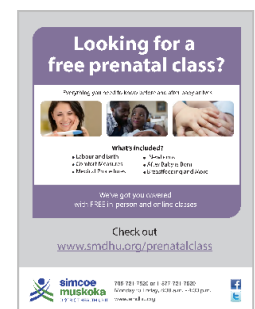
- Breastfeeding and infant feeding, including feeding cues, position and latch;
- Caring for baby, including crying, safe sleep, attachment and positive parenting;
- Maternal postpartum recovery and mental health; and
- Community supports and services.

2. **NEW - Local infant feeding data from before birth up to six months is highlighted in the new webpage and infographics "[Feeding Babies in Simcoe Muskoka](#)"**

Information about parents who may need extra support, organizational best practices (for hospitals, family health teams and community health centres) and how health care providers can help parents in the prenatal, labour, birth and postpartum stages to give their babies the best start to life is presented. Clinical practice and organizational resources to support infant feeding best practices are available on SMDHU's [Health Professional web portal](#).

3. **FREE Online Pregnancy and Prenatal Classes**

During COVID-19, our in-person prenatal classes are suspended, but we continue to offer **FREE [online Pregnancy and Prenatal Classes](#)** with information to help individuals with all of their prenatal and postpartum questions. Registration is online, classes are accessible (closed captioned/transcripts available) and compatible with mobile devices.



To order tear off pads promoting the online Pregnancy and Prenatal Class, call the health unit resource line at 705-721-7520 or 1-877-721-7520, ext. 8323

4. SMDHU website

For all other prenatal and postnatal services and information, and the latest on COVID-19, please visit and refer to these webpages:

- [Pregnancy and Before](#)
- [Breastfeeding](#)
- [Raising Children](#)
- [Parents and Parents-to-be During COVID-19](#)

Thank you for the pivotal role you play supporting Simcoe Muskoka parents from the prenatal through postpartum period.