



BaBE Newsletter

Building a Better Environment

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The Nurture Nook will be opening this June at the Antigonish Market Square!

Located at the end of the hallway closest to Rossy's, amenities will include:

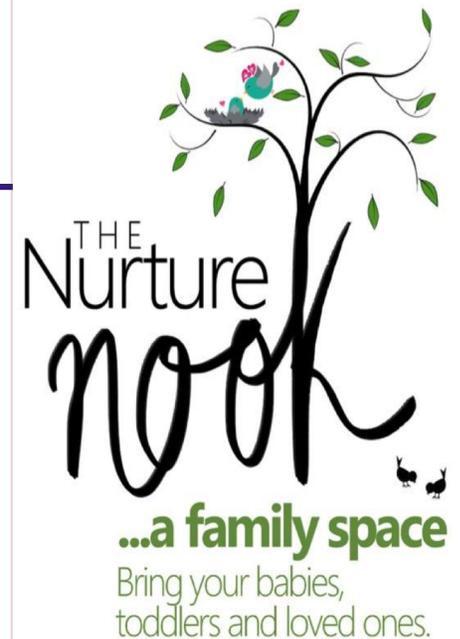
**Accessible Washroom for the Whole Family • Privacy Curtain for Feeding or Pumping
• Diaper Changing Station • Comfortable Seating • Play Area for Young Children •
Resource Material**

The concept for **The Nurture Nook** originated from focus groups in community consultations done by BaBE in 2014, which revealed that a key barrier to breastfeeding was a lack of dedicated public spaces. At BaBE's first AGM in 2015 it was decided that St.F.X. Nursing students would help to design the space in close consultation with the BaBE board, and with mall manager, Shelly Grant.

In Shelly's words: *"I'm very excited to have this space available for mothers, fathers, families and caregivers to use while shopping or waiting for an appointment. I think it's a great thing to have. We want it to get a lot of use."* For more on the development process, [See Page 3.](#)



Thank you to the Antigonish Town and County CHB for funding the initial supplies and equipment for **The Nurture Nook**



**Breastfeeding
Friendly Location**



Thanks to...





Using a Music Video Parody to Reach Young Adults

Young adults are the next generation of moms and dads. Increasing their comfort with breastfeeding now will help them to decide whether they want to breastfeed in the future. But, what can be done to increase comfort with breastfeeding? Members of the BaBE Board, along with StFX students, conducted research to see whether a music video parody focused on breastfeeding was an effective way to reach young adults. The reasoning was that young adults tend to use social media on a regular basis, and they can quickly share videos they like. Also, humour and music tend to be effective strategies to capture one's attention.



The Video: St.F.X. students and BaBE created, **'Breastfeeding My Baby'**, a parody of Carly Rae Jepsen's 2012 hit, 'Call Me Maybe'. With over 121,290 views on YouTube and 106K views on Vimeo, the video captured attention. It also received widespread media attention, including coverage by CTV News and Huffington Post. [Watch It Here](#)

Significant Findings: As predicted, those who saw the video remembered it. They also reported that they liked the video. Exposure to the video is linked with improved comfort with breastfeeding.

Summary: Seeing a music video on breastfeeding is memorable; it can be an effective way to improve comfort with breastfeeding among young adults.

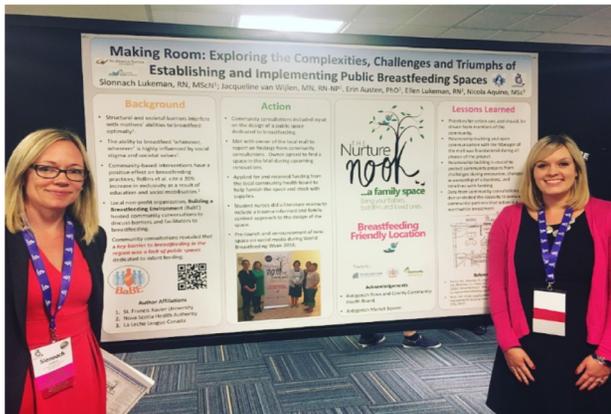
In 2017, this research was published in the Journal of Human Lactation, *"Using a Music Video Parody to Promote Breastfeeding and Increase Comfort Levels Among Young Adults."*



This research was supported by a Nova Scotia Department of Health and Wellness *Thrive!* Community Breastfeeding Grant



BaBE Wins Best Poster Award at 2017 CAPWHN Conference



“**Making Room,**” won *Best Poster* at the annual CAPWHN Clinical, Education, Research Conference held in October 2017 in Halifax. The poster illustrates the steps involved with creating *The Nurture Nook* public breastfeeding space [See Page 1](#), including the research behind it, barriers that had to be addressed, and the importance of strong partnerships between the non-profit organization and key community stakeholders. This combination made change possible and is helping to create a better environment for all.

L to R: Sionnach Lukeman and Jacqueline van Wijlen

You can read more about this poster in the [St.FX. Article](#). CBC News also covered *The Nurture Nook* in their Nov. 4 2017 article, [“Communities Answer Call for More Public Spaces to Breastfeed.”](#) The article recognizes that the room is designed with families in mind, and maintains the importance of normalizing breastfeeding to help **create an environment where people feel comfortable to feed their babies anytime and anywhere.**



Public Health Implications

Priorities for action can, and should, be driven by community members



Relationship building and open communication is crucial to protect community projects from challenges during renovation, changes in business ownership, timelines and funding



Data from community consultations has demonstrated the capacity to persuade community partners that action is a worthwhile investment



Who We Are: BaBE reinvented

About Us:

Building a Better Environment connects individuals, families, and communities in fostering a culture that supports and empowers families and in building the capacity to support change. BaBE’s foundation comprises of community members and also includes: Public Health, Kids First staff, caregivers, students, health professionals, and researchers. BaBE, in its original form (Building a Breastfeeding Environment), was officially launched on June 21st, 2014 at a public event held at the People’s Place Library in Antigonish. BaBE will be relaunched in its new form as Building a Better Environment on June 6th, 2018 at noon at the Nurture Nook (a new family friendly space) located in the Antigonish Market Square.

Our Vision for BaBE:

Empowered families, supportive communities.

Our Mission:

Creating nurturing environments that empower families to flourish.

BaBE is always looking for volunteers. Contact us if you are interested.

Board of Directors

Sionnach Lukeman	President
Erin Austen	Vice President
Ellen Lukeman	Treasurer
Michelle March	Board Member
Jacqueline van Wijlen	Board Member

Committee Members:

- Andrea Teasdale
- Vivian Ramsay

Authors of newsletter: Lukeman, S., Cossey, M., Austen, E., van Wijlen, J., Lukeman, E., March, M., Teasdale, A., (2018).

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