



# Consumer Feedback from Survey: Maternity Practices and Care in Ontario During 2023-2026

# Survey Findings: Maternity Practices and Care in Ontario During 2023-2026

- Survey Start Date: February 23, 2026
- Number of Respondents: 67
- Average length of time to complete survey: 10:56 minutes
- All respondents indicated that they gave birth in Ontario during 2023 -2026



# Postal Code Regions of Respondents

- The overall postal code range for Ontario is **K0A to R5J**
- **K** covers eastern Ontario, including Ottawa and areas around Kingston: 11
- **L** covers southern Ontario, including regions like Mississauga, Brampton, Hamilton, and Niagara: 1
- **M** covers Toronto specifically: 0
- **N** covers southwestern Ontario, including London and Windsor: 9
- **P** covers northern Ontario, including Sudbury, North Bay, and Thunder Bay: 46
- **R** extends into Kenora and nearby northwestern areas: 0

Source for postal code regions: <https://postzipcode.com/canada/ontario/>

# Prenatal Information

Did you attend prenatal classes?

Yes: 30

No: 37

Not sure: 0



# Prenatal Information

If you attended prenatal classes, were they in person or online?

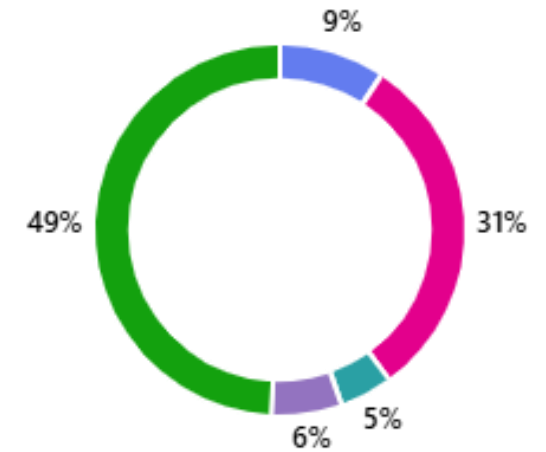
In person classes: 6

Online classes: 20

I attended in person and online classes: 3

I attended prenatal classes in the past but not for this baby: 4

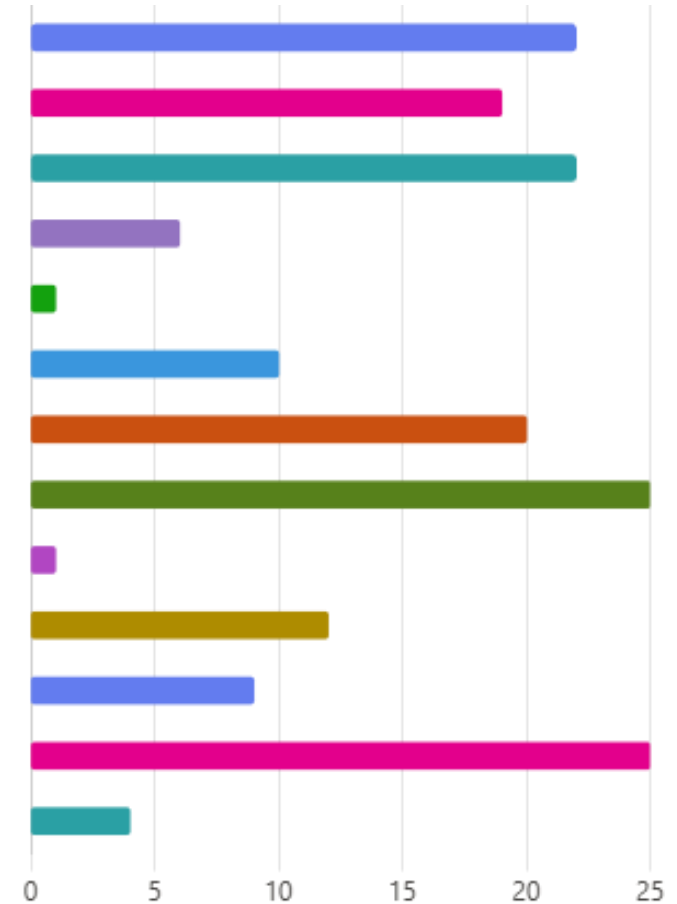
I did not attend any prenatal classes: 32



# Prenatal Information

If you did not attend prenatal classes, where did you get information to help you prepare for the birth of your baby?

- I attended prenatal classes: 22
- I did not need any information because I had given birth before: 19
- Physician: 22
- Midwife: 6
- Public health nurse: 1
- Hospital member: 10
- Family member eg. parent, sister: 20
- Friends: 25
- Peer support group such as La Leche League: 1
- Written material eg. book: 12
- Online resource recommended by a health care provider: 9
- Internet eg. Google search: 25
- I did not need any information: 4



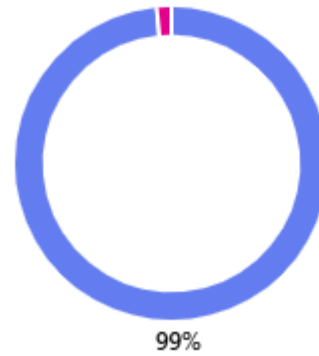
# The Birth

Where did you give birth?

Hospital/birthing centre: 66

At home: 1

Other: 0



# The Birth

Were there any concerns or complications such as premature birth, medical issue with baby, or medical issue with parent who gave birth? Briefly explain.

Gestational diabetes  
(5)

Pcos, thyroid  
problems and  
diabetes

Hypertension  
(4)

Baby was  
apneic at birth  
requiring CPAP

Placenta would not  
come out. Had to  
have it surgically  
removed. I had a  
blood transfusion.

C-section  
(8)

Pre-eclampsia,  
fetal distress and  
C-section

Hemorrhage  
(6)



# The Birth

Did your baby go skin-to-skin with you soon after being born? Select the response closest to your experience.

My baby and I were skin-to-skin within 5 minutes of my baby being born: 43

My baby and I were skin-to-skin within 1 hour of my baby being born: 16

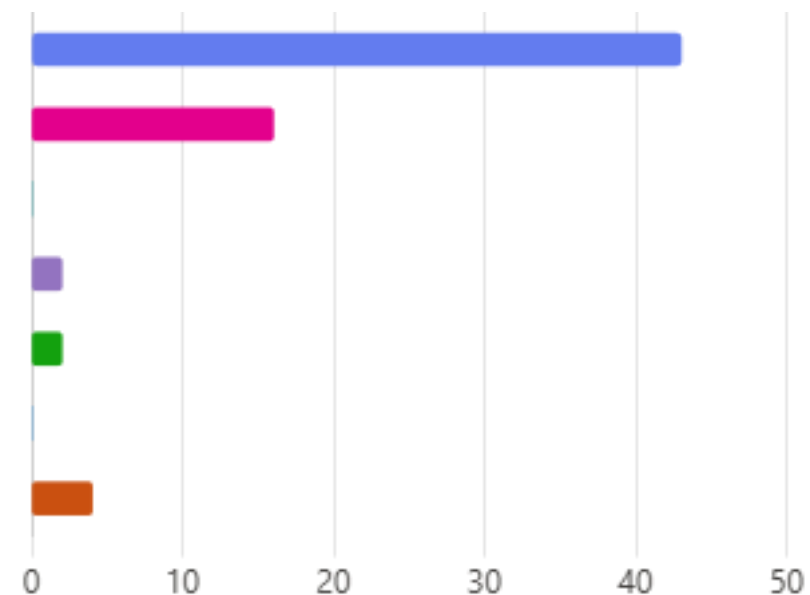
My baby and I were skin-to-skin within 4 hours of my baby being born: 0

My baby and I were skin-to-skin at some point during the first day: 2

I don't recall when my baby and I were first skin-to-skin: 2

I don't recall my baby and I ever being skin-to-skin: 0

Other: 4



# The Birth

Did your baby stay in the same room with you or stay in a nursery while in hospital?  
Select the response closest to your experience.

My baby stayed in my room: 62

My baby stayed in the nursery: 3

My baby stayed with me during the day and was in the nursery at night: 1

I had a home birth: 1

I don't remember: 0



# The Birth

How long did you stay in hospital? Select the most accurate response.

Less than 24 hours: 9

About 24 hours: 22

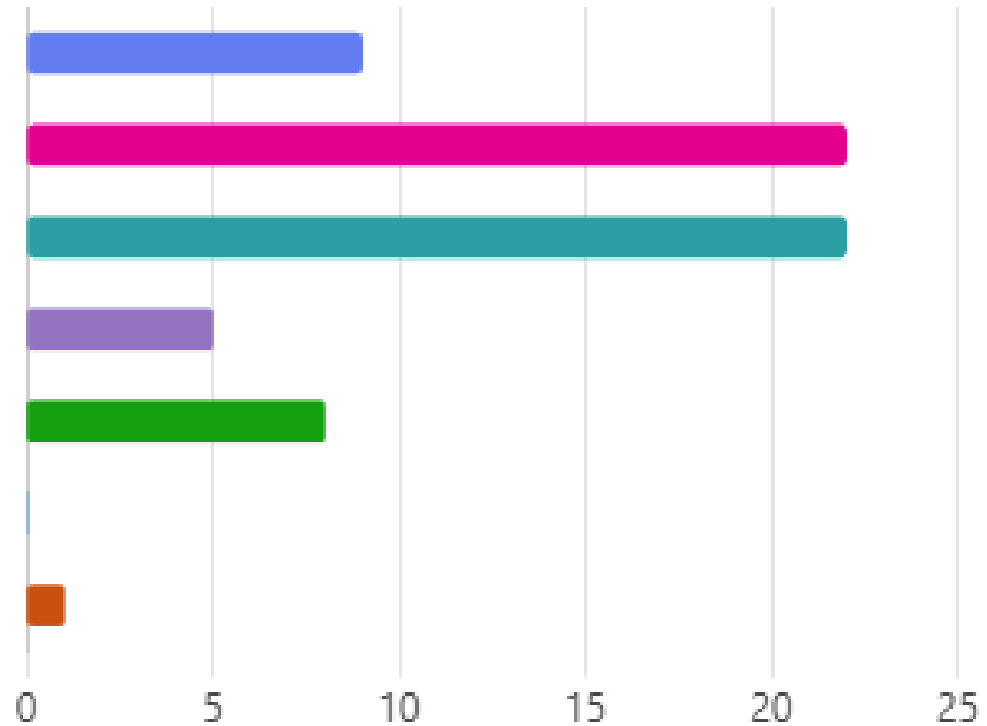
2 days: 22

3 days: 5

4 days: 8

I don't remember: 0

I had a home birth: 1



# Sources of Information

Please indicate your main sources of information about baby care once you and baby were home.

Physician: 24

Midwife: 14

Hospital nurses: 15

Public health nurses: 19

Lactation consultant: 19

Breastfeeding or well baby clinic: 8

Peer support person such as La Leche League leader: 1

Partner: 11

Family member eg. parent, grandparent, sister: 29

Friend: 20

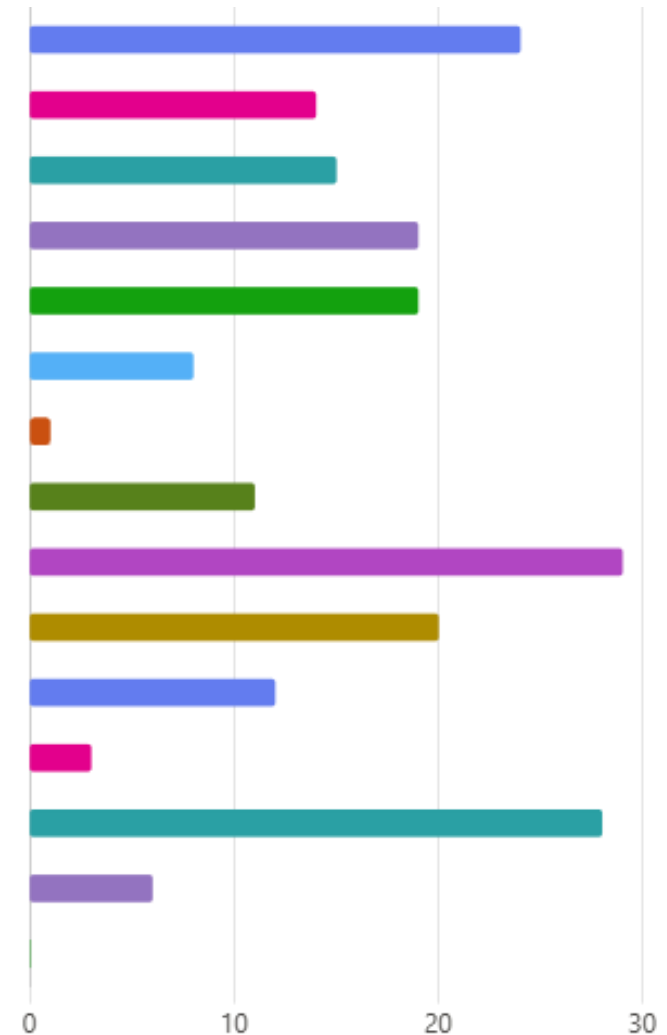
Written material eg. Book: 12

Online resources recommended by a health care provider: 3

Internet eg. Google search: 28

I didn't need any information about baby care: 6

I don't remember: 0



# Infant Feeding

How did you feed your baby during the first few days?

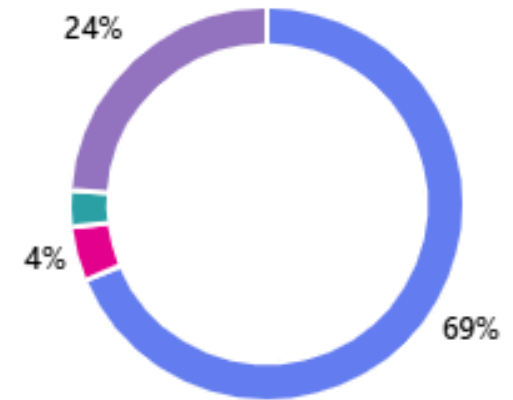
Breastfed: 46

Fed breastmilk but baby did not feed at the breast: 3

Fed infant formula: 2

Breastfed and also fed infant formula: 16

I don't remember: 0



# Infant Feeding

Do you feel that you made an informed infant feeding decision? Select the response closest to your experience.

Yes: 52

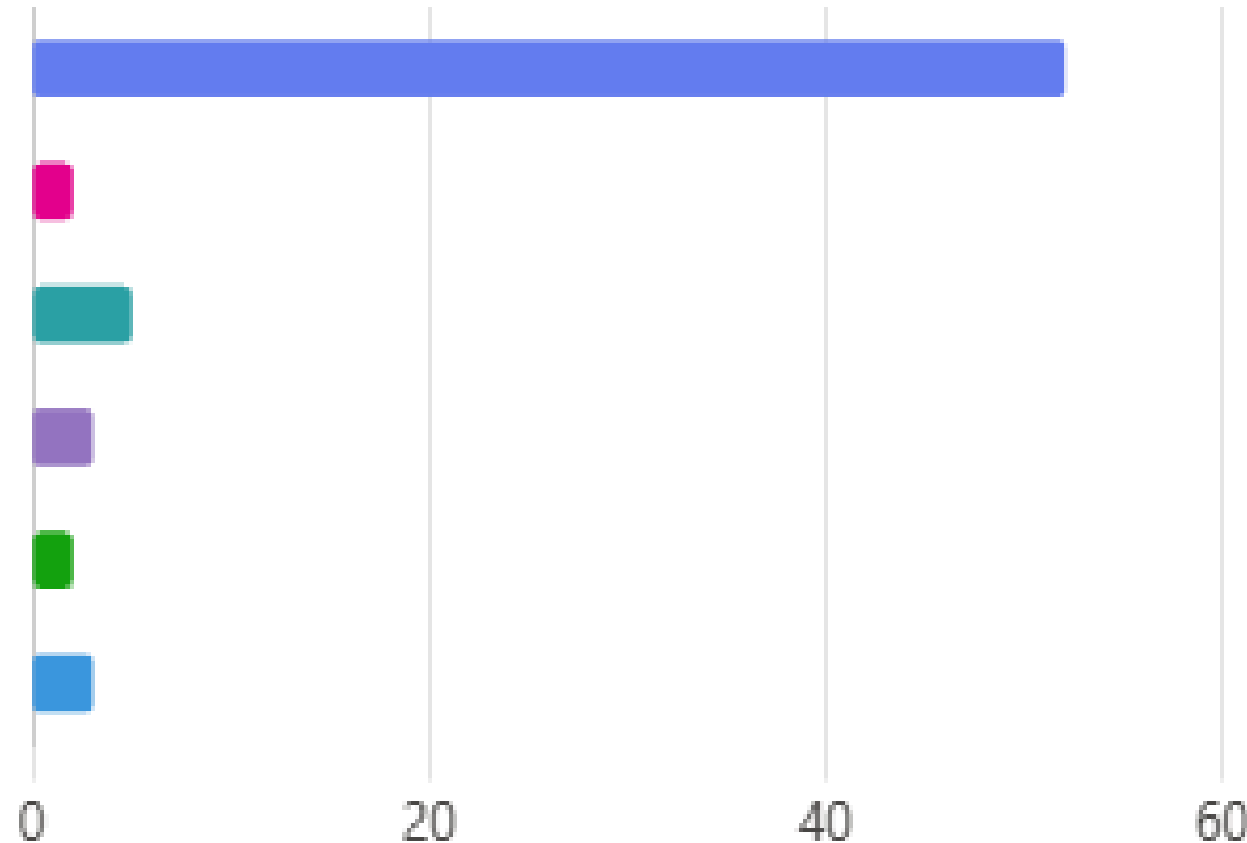
No: 2

I couldn't follow through with my infant feeding decision  
because of my baby's health status: 5

I couldn't follow through with my infant feeding decision  
because of my health status: 3

I couldn't follow through with my infant feeding decision  
for personal or family related reasons: 2

I couldn't follow through with my infant feeding decision  
because of pressure from healthcare providers: 3



# Infant Feeding

Did you receive any help or support with infant feeding? Check all that apply.

I received support while in hospital: 25

I received support from my midwife: 11

I received support from a public health nurse

once my baby and I were home eg. home visits: 16

I received support from a breastfeeding or well baby clinic: 6

I received support from a lactation consultant: 25

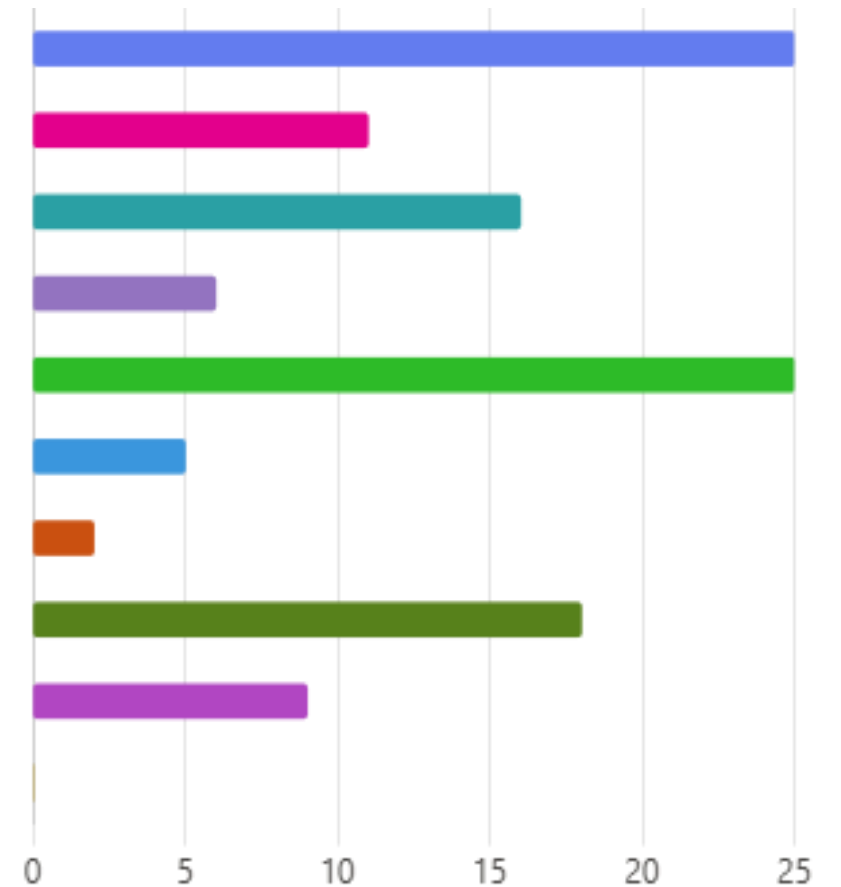
I received support from my physician or primary healthcare provider: 5

I received support from a peer support group such as La Leche League: 2

I received support from family and friends: 18

I did not need any support: 9

I do not remember: 0



# Infant Feeding

Did you receive any coupons or samples of infant formula? Select the response closest to your experience.

I received coupons or samples of infant formula in the mail: 23

I received coupons or samples of infant formula  
from a family member or friend: 1

I received coupons or samples of infant formula from the hospital: 9

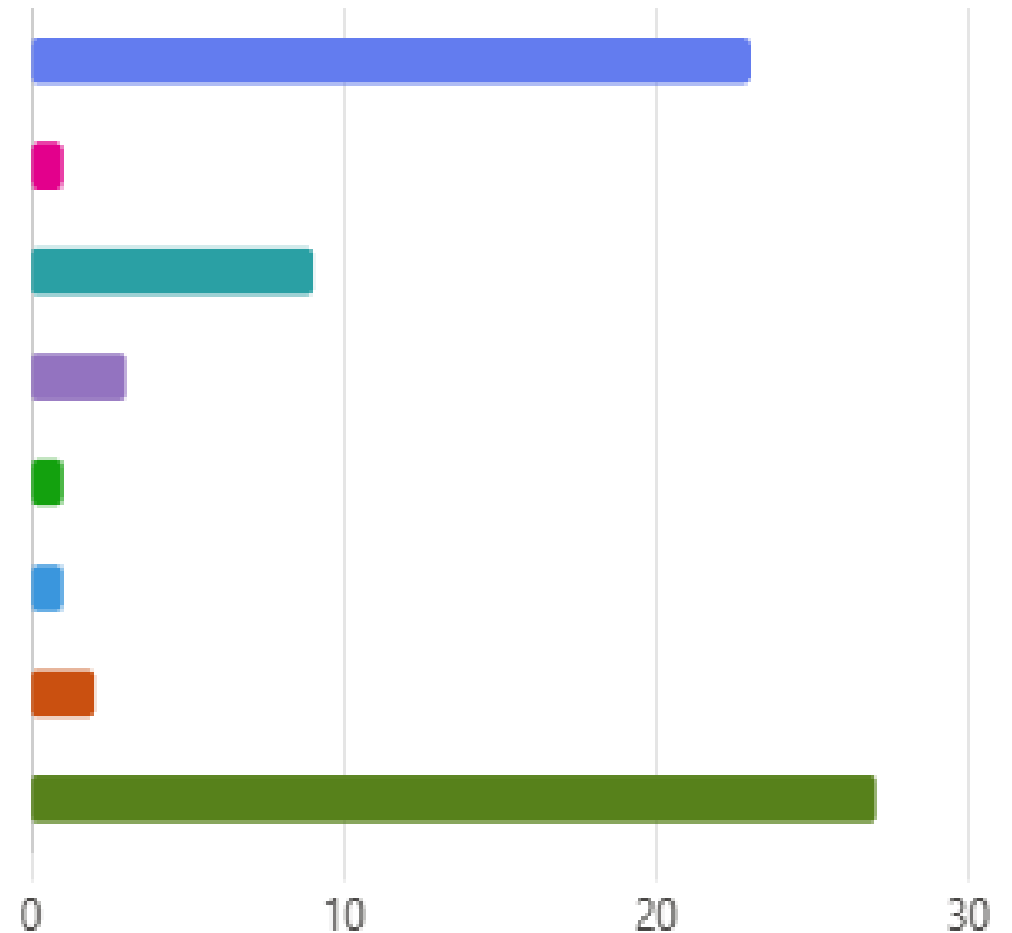
I received coupons or samples of infant formula  
from my physician or midwife: 3

I received coupons or samples of infant formula  
from my public health nurse: 1

I received coupons or samples of infant formula  
from a breastfeeding or well baby clinic: 1

I cannot recall where I got coupons or samples of infant formula: 2

I did not receive any coupons or samples of infant formula: 27



# Infant Feeding

If you breastfed or fed your baby only breastmilk (no other drinks or foods), how long did you do this?

At 6 months started solids with baby led weaning; still breastfeeding for comfort at 23 mo

Given formula in hospital, breastfed afterwards. No other drinks/food until 6 months. Breastfed 13 months

Had to supplement with formula while in hospital and first few days at home. After one week, transitioned to only breastmilk and continued this until 6 months when we introduced solids

Exclusively breastfed for 5 months. Breastfed plus solids up to 13 months

Combo fed x2 months then switched to formula due to dairy allergy

6 months exclusively and 14 months total



# Infant Feeding

At what age did you begin to feed your baby solids (baby food such as infant cereal, vegetables, fruit, meats)?

6 months  
(31)

4 months  
(4)

5 months  
(8)

5 1/2 months  
(10)

7 months  
(3)

8 months  
(3)



# Challenges

Do you recall facing any challenges in those early weeks and months of life with a new baby and how did you handle them? Would anything have made things easier?

Breastfeeding was a challenge this time and had to move to bottle feeding due to lack of lactation consultants in our area.

Baby and I had thrush and unable to access care from a physician. As a result, I was left untreated and we received staggered care. We were treated on and off for thrush for 9 weeks. It was awful.

I had PPD, I always was worried if my baby was getting enough milk, I was worried when my body regulated and my boobs didn't feel full anymore.

Sleep, messy house, not eating or drinking enough.

Shallow latch, engorgement and over production

Big time!! PPD and huge challenges trying to breast feed.



# Practices

Do you have any recommendations for hospitals providing care to families giving birth? Please explain.

Honestly, everything was great! We had the best care and the nurses/staff were amazing.

I had to leave my city to give birth; it would've been nice to have more support for my family as well while in the city.

More of "do you have any questions?" Or "let us know if you have questions" after baby is born... we had no idea how to do anything!!

Education for ALL maternity nurses on lactation and increased access to lactation...

Not to push formula onto new moms who want to breastfeed. I felt like I was pushed.

Explain everything fully. Provide as much education on how to be a mom while in hospital ...

Many... lol. But the top ones would be support folks - people don't know what they don't know ...



# Practices

Do you have any recommendations for community health services (eg. public health units ) providing care to families expecting a baby and families after they have had a new baby? Please explain.

Use social media to share upcoming classes, resources available to families! Market them like a business would. Social media is accessed first for information instead of head hunting a public health website.

Lactation consultants available for home visits would be amazing.

Every public health in southwestern Ontario should have lactation support. Offer prenatal breastfeeding courses.

More services around breastfeeding.

Have an option for in person prenatal classes again. Keep offering home visits for the nurse to come help with breastfeeding.

My Health Unit no longer does well baby checks and only does immunizations. I wish they still did well baby checks.



# Practices

What would you recommend to families giving birth to help them meet their infant feeding goals and adjust to life with a new baby?

Socialize! Talk to other moms so you know you're not the only one going through things, listen to what other moms did and try new things with your babe if you are struggling.

Reach out for support. Have a midwife if you can.

Advocate for yourself and baby, trust your gut when you don't feel something is right, and always get a second option.

Do your research. Use all resources available to you.

Take it day by day and don't give up. You will get there, but it takes time and patience. Formula may seem easier at beginning, but breast feeding is a million times easier now. I almost gave up. So glad I didn't!



Be prepared and demand to do skin-to-skin immediately after birth. Continue skin-to-skin when going home(daily). Stay close to baby. Plan for lots of rest...

# Practices

Is there anything else you wish to add?

Would be lovely to have more support in hospital after birth. However, I recognize that is just not possible with our health care system today.

Breastfeeding was by far the most difficult part of becoming a new parent. Now that I am 15 months into breastfeeding, I enjoy it so much but it took many months of struggles to get that that point.

I'm appreciative of my local public health resources ... in-person prenatal classes provided lots of resources and I was able to tap into quickly because I had hard copies of the info ... free weekly local breastfeeding drop-in clinic (no appt), baby care basics, baby & me play group, mom support group, public health nurse, parenting hotline...

There needs to be incentive for hospitals to support breastfeeding.

Midwives are so helpful.

