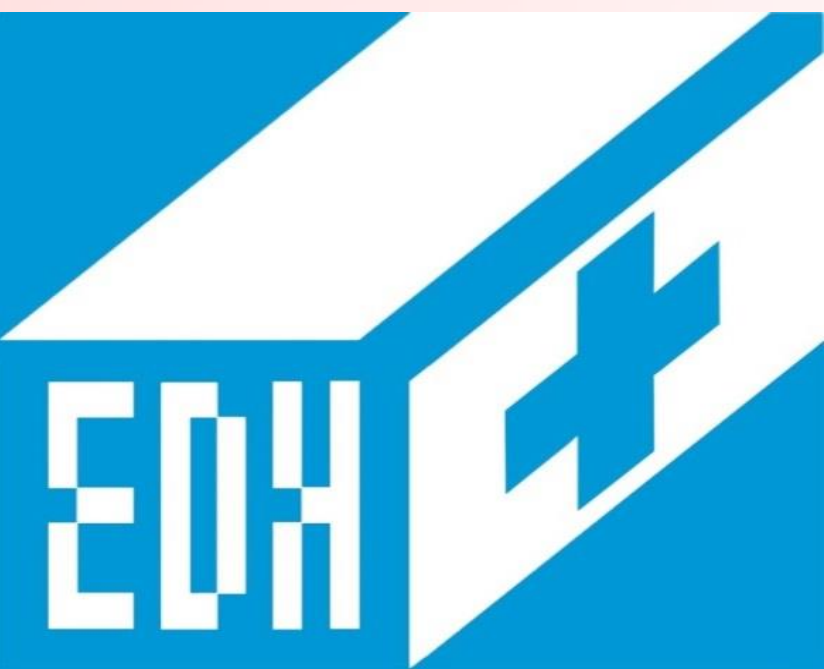


Increase Rates of Exclusive Breastfeeding during Hospitalization



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Introduction

According to the information provided by the Baby-Friendly team of our hospital, the average rate of exclusive breastfeeding during hospitalization in 2019 was 31.83%, which was obviously low, while the rate of exclusive breastfeeding in Taiwan under six months was 46.2%, so the national average was 46.2% is set as the unit target value. In order to improve nursing staff's knowledge, skills and attitudes towards breastfeeding, help parturients to establish a good parent-child relationship with their newborns, improve the quality of maternal and infant care, and promote strategies to the obstetrics units of hospitals of the same group to promote exclusive breastfeeding for hospitalized parturients.

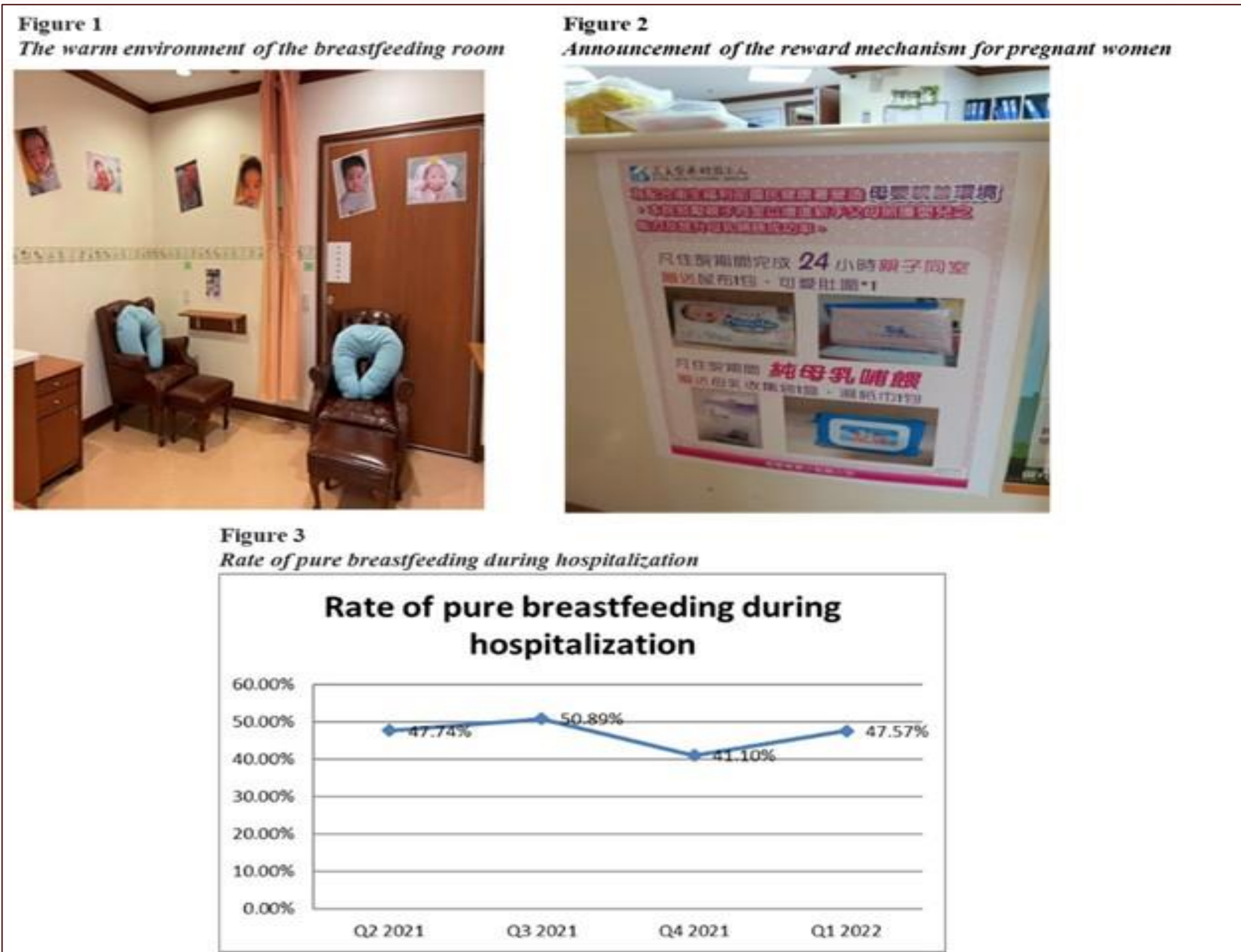
Methods

一、Assessment tools

Based on the literature review, the "Cognition and Attitude Evaluation of Nursing Staff on Breastfeeding Nursing Guidance for Hospitalized Parturients" and the "Breastfeeding Cognition Questionnaire for Parturients" were developed, and five experts were invited to review the two questionnaires for content validity index (CVI), their CVI values are 0.90 and 0.92. After the current situation analysis, it is found that the correct rate of nursing staff's cognition of exclusive breastfeeding is 88.1%, and the lowest is 41.6% of "need to complete breast milk hygiene education within a few hours after delivery"; In terms of breastfeeding, the correct rate of cognition was 73.64%, with 52% being the lowest in "Precautions for newborns to latch on to the breast". 30 parturients who did not exclusively breastfeed were interviewed, and it was found that 10 (33.33%) of the parturients did not exclusively breastfeed due to lack of self-confidence, 10 (33.33%) were physically exhausted after childbirth, and family support Less than 7 people (23.34%), 3 people (10%) too far from the baby room.

二、Action

Rearrange the environment of the existing breastfeeding room (Figure 1), play music and introduce aromatherapy to create a relaxing and soothing environment for breastfeeding, and provide lactation tea, so that parturients can have more abundant milk secretion and improve breastfeeding confidence; implement a reward mechanism to encourage exclusive breastfeeding, parturients can get a box of breast milk collection bags and a pack of wet wipes (Figure 2), and make a small card to give parturients affirmation and encouragement words, and post them in the ward, feel the Affirmation and encouragement from medical staff; set up a reminder card next to the baby's bed to comfort the baby, explaining the reasons for the baby's possible crying and how to deal with it with vivid icons and simple text; hold breastfeeding simulations, use situational teaching strategies, and experience baby holding with fake breasts posture for guidance and practice.



Results

After promotion and improvement from 31.83% in 2019, the breastfeeding rate will be 45.1% in 2020 and 50.2% in 2021 (252 exclusive breastfeeding/502 live births) (Figure 3). The average correct rate of breastfeeding skills (hand milking and breast engorgement treatment) for hospitalized parturients was 97.6%, indicating that the team members of the unit have internalized breastfeeding skills as a routine, and the effect remains good, and the improvement strategy will be extended in parallel to Obstetrics units of systematic hospitals increase the exclusive breastfeeding rate of hospitalized parturients and improve the professional quality of maternal and child care.

Conclusion

Through the implementation of relevant countermeasures, the rate of exclusive breastfeeding will be improved and stabilized, complete health education and encouragement will be provided in a timely manner, the parturients 's confidence in breastfeeding will be enhanced, and the effectiveness of breastfeeding will be maintained through continuous promotion.