

Improving Exclusive Breastfeeding Rates in Postpartum Care Facilities

Shu-Hui Yang¹, Hui Yu Yang²



1 Department Of Nursing, An Nan Hospital, China Medical University, Tainan, Taiwan

2 Nursing, Chung Hwa University Of Medical Technology, Tainan, Taiwan

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INTRODUCTION

- Breastfeeding is essential for infant health and development, providing numerous benefits for both mothers and newborns.
- In response to the government's emphasis on promoting breastfeeding, our institution actively participates in postpartum care, aiming to increase breastfeeding rates and extend the duration of exclusive breastfeeding.
- Despite our ongoing certification as a postpartum care facility, the rate of exclusive breastfeeding lags behind that of similar institutions.
- This study aims to address specific challenges and implement precision-based quality improvement strategies to increase the in-hospital exclusive breastfeeding rate during the postpartum period.

Methods

- Study Design: This research employs a prospective intervention study design, systematically implementing and evaluating quality improvement strategies within a designated postpartum care facility.
- Participants: The study includes 229 postpartum mothers and involves collaboration with 12 nursing staff members at the chosen postpartum care facility.
- Intervention: The implemented strategies include proactive discussions with mothers about the "infant feeding plan," enhanced in-service education for nursing staff on breastfeeding assessment and techniques, and a thorough revision of postpartum exclusive breastfeeding guidance standards.
- Statistical Analysis: The effectiveness of implemented strategies is meticulously assessed using descriptive statistics.



Infant Feeding Program Card



An Overview of Infant Nutrition and Feeding

Breastfeeding is widely regarded as the optimal method of nourishing infants, as it not only decreases the likelihood of immediate and long-term illnesses during infancy, but also establishes a fundamental basis for lifelong well-being in adulthood.
The World Health Organization advocates for the practice of exclusive breastfeeding for a duration of 6 months, after which appropriate complementary foods should be introduced while continuing to breastfeed until the child reaches 2 years of age or beyond.

Options for Infant Nutrition

1. Exclusive breastfeeding refers to the practice of immediately initiating direct breastfeeding when a newborn displays cues indicating a desire for nourishment.
2. Combination feeding, also known as mixed feeding, refers to the practice of providing both breast milk and infant formula to infants.
3. Exclusively providing infants with commercially prepared infant formula as their sole source of nutrition.

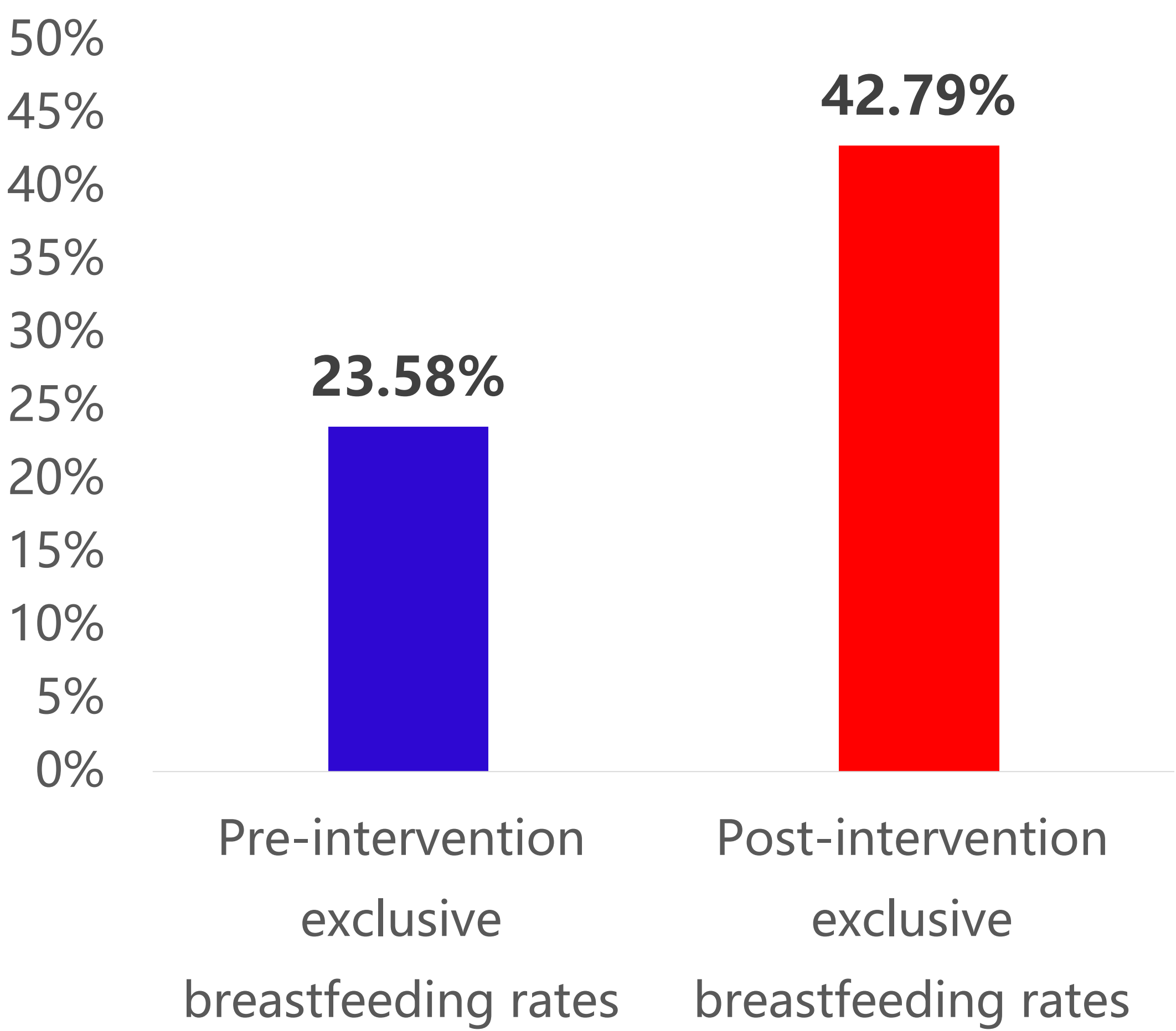
What feeding method do you currently favor for the baby?

Evaluation of Infant Feeding
☐ 1. The act of breastfeeding
☐ 2. The practice of formula feeding
☐ 3. The state of being undecided
A Comprehensive Tool for Facilitating Shared Decision Making in Infant Feeding
Exclusive breastfeeding, where the infant is solely fed breast milk and formula.
Combination feeding, which involves a combination of breast milk and formula.
Exclusively formula feeding, where the infant is exclusively fed formula.
Childhood, indicating that a decision regarding the feeding method has not been made yet.



RESULTS

Exclusive breastfeeding rates



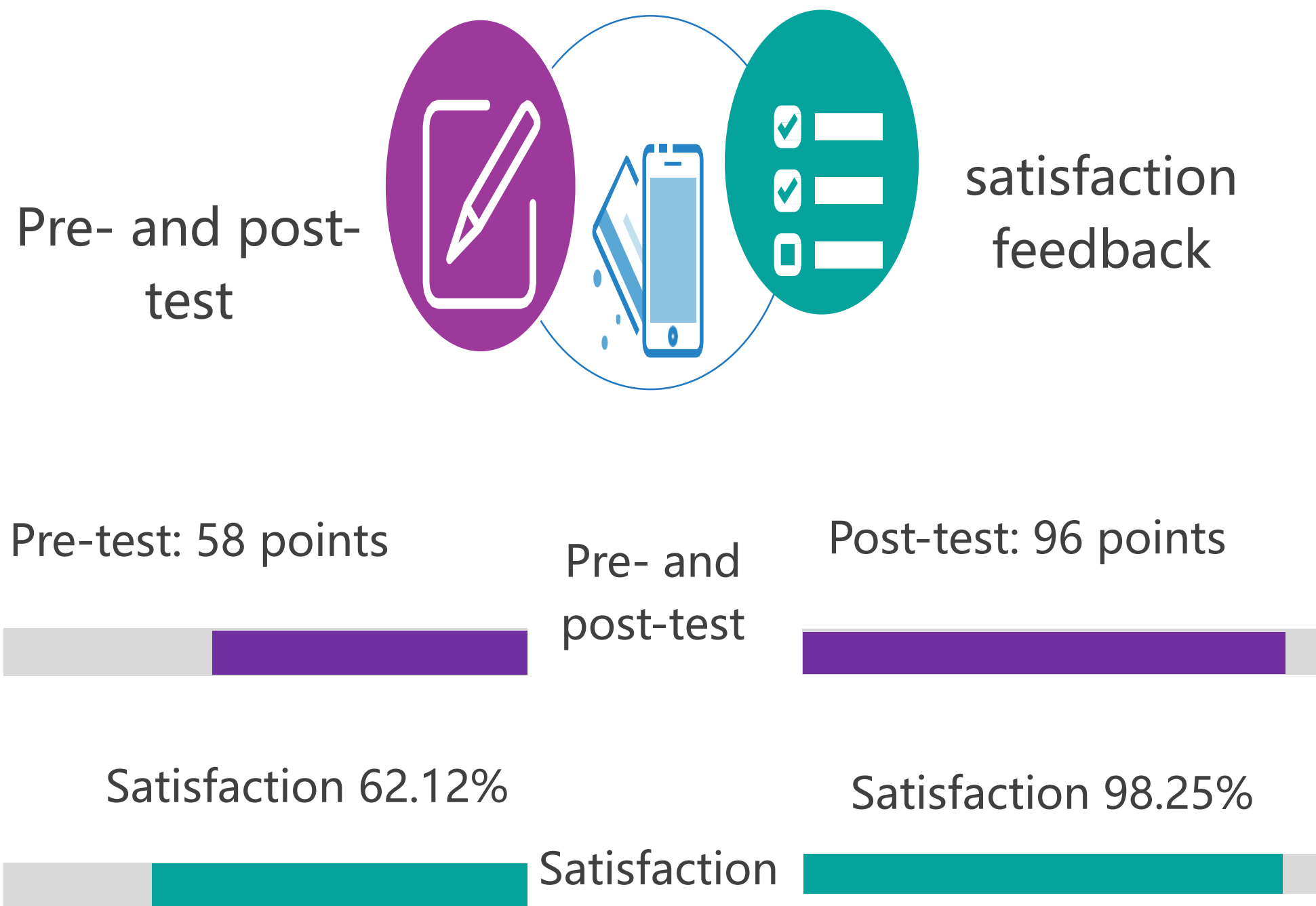
Nursing Staff Accuracy

- The accuracy of nursing staff in guiding postpartum exclusive breastfeeding improved from 58.33% pre-intervention to 100% post-intervention.
- In the control group, a highly significant difference ($p < 0.05$) was observed between pre- and post-test scores, reflecting notable improvement.

Variables	Pre-Test Score	Post-Test Score	t	p
Experimental Group (n=110)	30.24 ± 3.56	31.01 ±2.06	-1.56	p > 0.05
Control Group (n=119)	46.66 ± 2.02	37.81 ±6.80	13.20	p < 0.05

Nursing Staff Accuracy

- Through satisfaction feedback and pre- and post-tests, the average score increased from 58 in the pre-test to 96 in the post-test. Satisfaction levels rose from 62.12% to 98.25%.
N=229



CONCLUSIONS

- In conclusion, the implementation of targeted quality improvement strategies significantly increased exclusive breastfeeding rates during the postpartum period, while also improving nursing staff accuracy and participant satisfaction. These results highlight the importance of proactive interventions in addressing breastfeeding challenges in the dynamic environment of postpartum care facilities.
- Despite the promising outcomes, the study's limitations, particularly its context-specific nature, must be acknowledged. Future research should focus on adapting and applying these strategies in diverse settings and populations. This study contributes valuable insights to the ongoing global initiatives aimed at promoting breastfeeding, in alignment with governmental healthcare policies.
- Through the integration of diversified strategies, a multi-level and multi-channel support system has been established to make breastfeeding a more feasible and practical choice, with the aim of collectively improving the quality of postpartum breastfeeding care.

Achievements

- Diversified guidance strategies have successfully increased the rate of exclusive breastfeeding.
- Enhanced mothers' willingness to breastfeed and their satisfaction levels.
- Improved the breastfeeding guidance expertise of nursing staff.

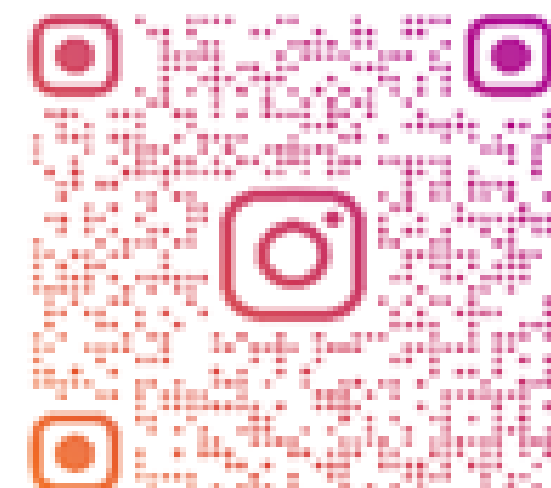
Challenges

- Some mothers still need to strengthen their understanding of breastfeeding knowledge.
- Some nursing staff need to further improve their assessment of mothers' breastfeeding conditions.
- Due to the heavy workload of nursing staff, there is insufficient time and guidance for teaching proper breastfeeding positions and scheduling.

Future Directions

- Continuously strengthen breastfeeding education and professional training for nursing staff.
- Regularly review and optimize the standard operating procedures for breastfeeding guidance.
- Provide more simulations and hands-on guidance to ensure mothers correctly master breastfeeding positions.
- Increase support and care measures to further enhance the overall breastfeeding experience.

CONTACT INFORMATION



HUISHUHUI