

CREATING OPPORTUNITIES FOR MOTHER AND CHILD BONDING BY OPTIMISING BREASTFEEDING PRACTICES

introduction:

Globally, the rates of breastfeeding fall short of the target required to protect the health of women and children. In 2015-2021, 47% of newborns-initiated breastfeeding within one hour of birth against the target of 70%. Breastfeeding program in PMSH is a long-standing activity. A renewed method is initiated with supportive measures and interventions will make the mother and child continuum a much stronger. Progression in optimizing services that enhances patient experience.

Project Aim:

to increase the rate to above 80% for all measures of breastfeeding opportunities. The study's goal was to investigate variables that affect women giving birth in PMSH regarding prompt commencement of breastfeeding opportunities at birth.

Design:

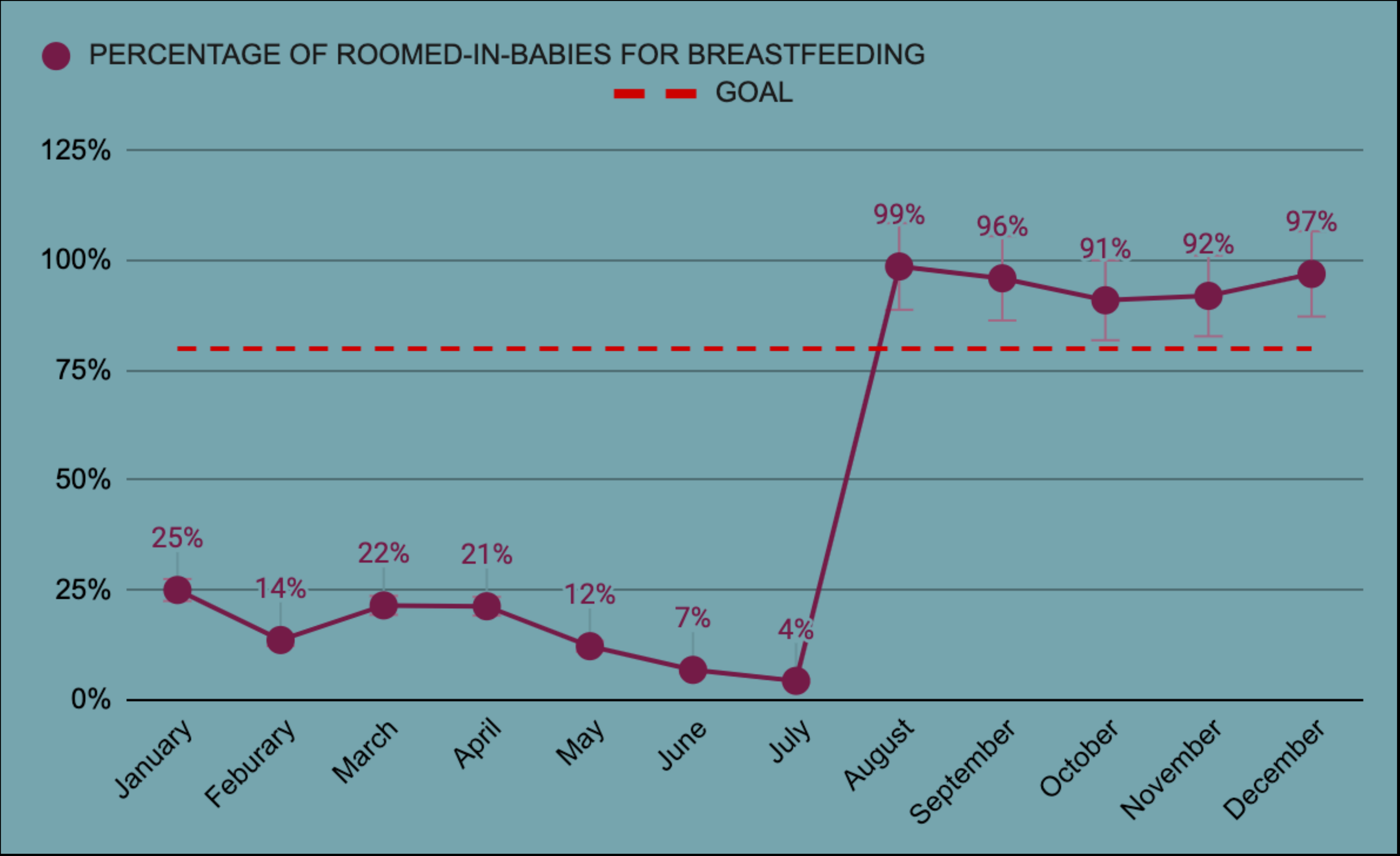
The study is a prospective review which is conducted in the labor and OB wards at Prince Sultan Hospital KSA from January 2022 to December 2022.

Method:

All inpatient, and discharge moms who visit their babies in NICU and nursery.

Outcomes:

Allocating a breastfeeding room, followed by a breastfeeding coordinator has significantly enhanced the breastfeeding rates of 'Roomed-in' newborns. Our strategy and policy update has boosted breastfeeding opportunities for both inpatient and discharged moms dramatically. An immediate improvement in skin-to-skin contact and breastfeeding initiation within one hour of birth. The project is carried out from January 2022 to December 2022. The target rate Of roomed-in-babies is 80%. The percentage of roomed-in-babies for breastfeeding was calculated monthly. The percentage from January 2022 To July 2022 were 25%, 13.60% , 21.5%, 21.3%, 12.2%, 6.80%, & 4.30%. Later it increased dramatically To 98.70%, 96%, 91%, 92%, And 97% from August 2022 to December 2022. Breast feeding opportunities for both inpatient and discharge mothers from July 2022 To December 2022 were 54%, 114.1%, 112%, 111%, 112%, and 110%. Breastfeeding initiated within 1 hour after birth was 37% In Sept 2022 which increased to 75% in December 2022. Skin To Skin contact from Sept 2022 was 39% which rapidly improved To 67% In December 2022.



Action Taken:

By creation of breastfeeding room, assigning breastfeeding coordinator, and breastfeeding campaign launch in hospital. The rooming-in policy was updated, patients are encouraged for skin-to-skin contact after delivery, and initiating breastfeeding at 1st hour after delivery. This baby friendly hospital initiative improved the outcome by midwives and staff training courses. Reasons for delayed breast feedings were CS delivery, mother or newborn sickness, and lack of breast milk. Our goal should be to increase investment in programs that promote, protect and support breastfeeding.

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