


المستشفى التخصصي



Breastfeeding initiative for better babies' life

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# Program Development

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## F: We found an opportunity to improve breastfeeding process



The Specialty Hospital aims to be the **pioneers** in promoting the culture of breastfeeding in the community in order to contribute to its sustainable development and to be a **role model** in becoming a baby friendly hospital for all other hospitals in the region.

To foster all Aspects: physiological, psychological, emotional and social between mothers and babies& adherence to community social responsibility.

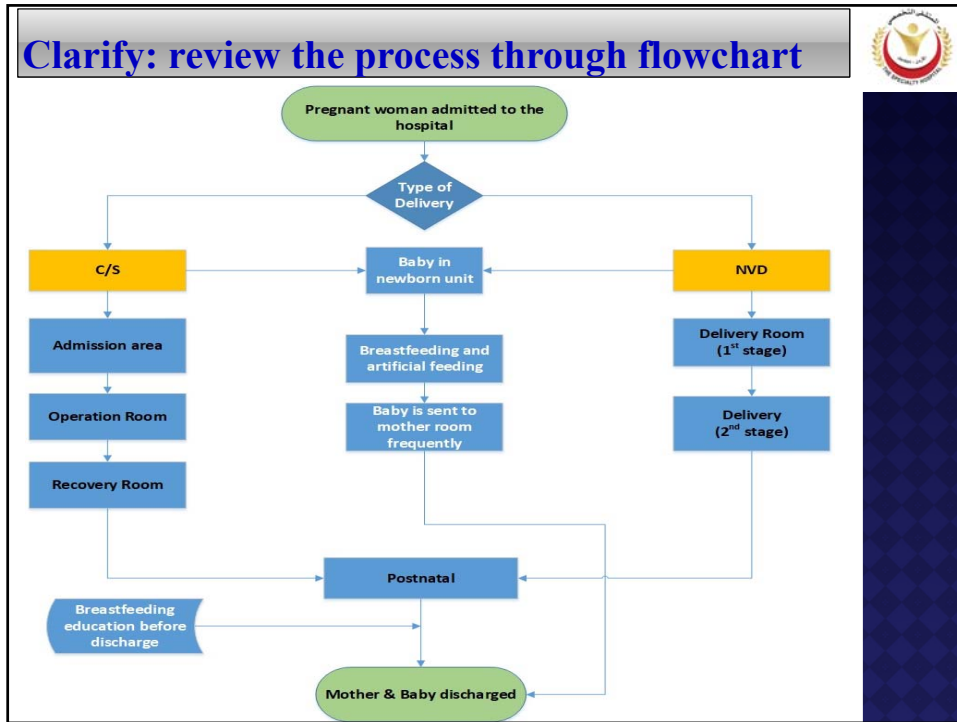
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## Establish Multidisciplinary Team



Position
General Manager/CEO (pediatrician)
General manager assistant for quality
Nursing Director
OBS & GYN Specialist doctor
Head of Pharmacy department
Nursing Quality Coordinator
Performance Improvement Coordinator
Head Nurse (Neonatal)
Head Nurse (Labor and Delivery)
Head Nurse of Jasmine unit (Post-Partum)
OBS & GYN resident doctor
Pediatric resident doctor
Head Nurse of delivery operation room

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### Force Field Analysis

Force Field Analysis

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Physicians support the breastfeeding initiation	Mothers & families resistance because we are a private sector
Quality office support	Staff resistance at the beginning
MOH laws & regulations	lack of policies & procedures about breastfeeding
leadership support	Staff shortage
Hospital infrastructure	No enough forms and documents about breastfeeding and educational materials
HCAC & UNICEF support	
Training center and educated staff	

Baby Friendly Hospital

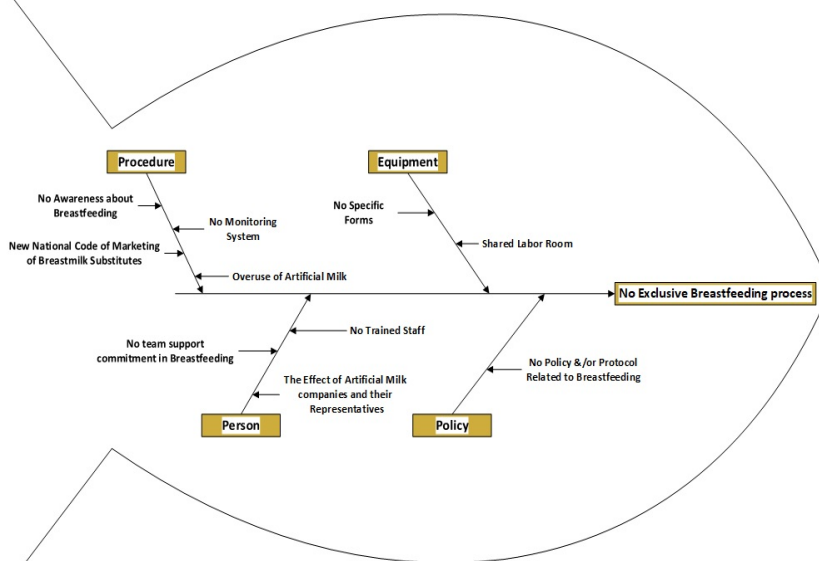
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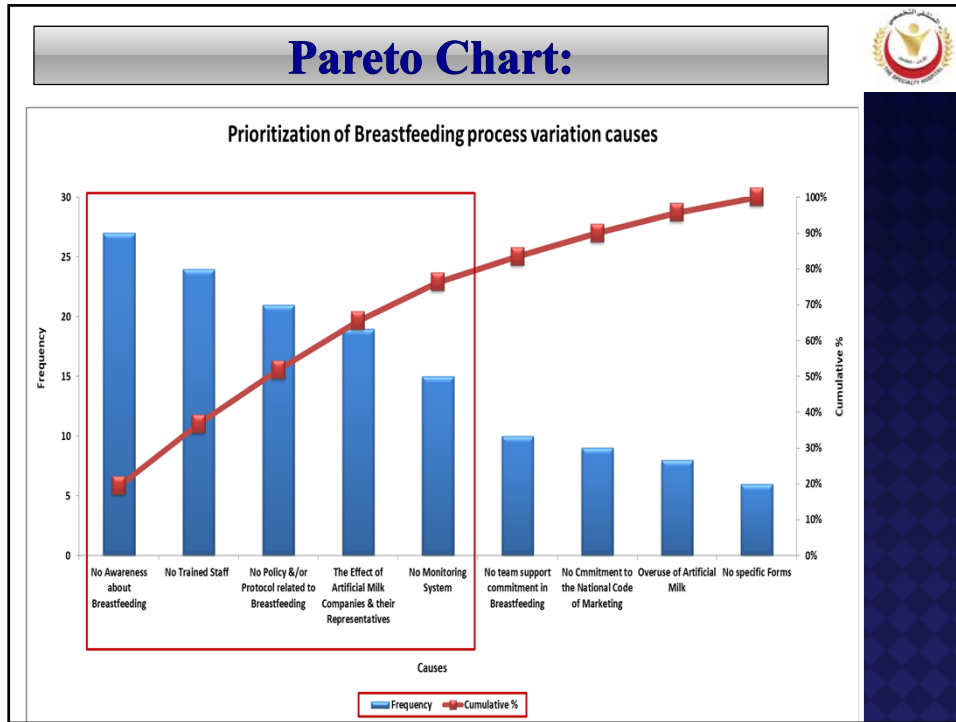


We reviewed the results for our selected measures before implementing the project: **(pilot study)**

1. Percentage of pregnant women received **education before delivery about breastfeeding** benefits in the hospital was approximately **5%**
1. Percentage of compliance to **skin contact** between delivered mother & Baby was approximately **5%**
2. Percentage of compliance to **Breastfeeding within first 60 min** after delivery was approximately **5%**
3. Percentage of Babies accompanied with their mothers in **same room for 24hours** after delivery was approximately **3%**
4. Percentage of **Exclusive Breastfeeding** for delivered babies done during hospitalization was approximately **3%**

**U: Understand The Current Situation:**





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### Scope:

**Our scope in this initiative includes:**

- ◉ All pregnant women admitted to the Specialty Hospital
- ◉ All clients visit OBS & GYN clinics in Specialty Hospital
- ◉ All women in the local community through free lectures, brochures, social media, website awareness posts & videos... etc.
- ◉ All health care team in: pre-post natal unit, delivery unit, delivery operation room, nursery/ the neonatal intensive care unit (NICU), pharmacy, pediatric resident doctors OBS & GYN resident doctors

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## S: Select the best practices



1. Create a specific breastfeeding **policy**, education materials and data collection tools based
2. Participate in baby friendly hospital initiative through **HCAC & UNICEF**

### **Training**

3. Select a group of five health care providers (2 Doctors, 2 Nurses and 1 Midwife) to obtain TOT & advanced training in breastfeeding process
4. Training for selected group on all breastfeeding process and program steps

### **Mother Awareness:**

5. Establish visual ways to increase mother's awareness of the importance of breastfeeding (e.g. Broachers, breastfeeding educational videos,..)
6. Arrange awareness campaigns and sessions include distribution of gifts

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## S: Select the best practices



7. Select monitoring system:  
Through KPIs
8. Equipment & Resources:  
Provide the hospital with all necessary
9. Lactating Visitors
10. Sustainability process


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<b>P: Plan of actions</b> 1/5/2018-30/5/2019			
<i>Actions to be taken</i>	<i>Responsible</i>	<i>Time frame</i>	<i>Status</i>
Establish Breastfeeding Committee (TOR)	Dr. Sahar	1-7/5/2018	Met
Self assessment and gap analysis	BFH committee	2-29/5/2018	Met
Training for selected group of nurses and residents on all Breastfeeding process and program steps	HCAC	9-16/5/2018	Met
Create a specific Breastfeeding Policy	Morad	1-29/6/2018	Met
Create special Breastfeeding data collection tool	Quality	1-6/7/2018	Met
Test the new form	instructors	7-29/7/2018	Met
Modify new form according to the received feedback	Morad	1-5/8/2018	Met
Establish visual ways to increase mother's awareness of the importance of breastfeeding (e.g. Broachers, breastfeeding educational videos,...)	Morad	6-29/8/2018	Met
Training for all related staff about the new form	instructors	1-15/9/2018 continuous	Met
Establish Training course for all related staff on Breastfeeding process	Program instructors	17/9- 30/10/2018	Met
Arrange Awareness Campaigns and sessions include distribution of gifts such as free delivery at specialty hospital, Baby's' Coats and others for all mothers wither in the hospital or in the local community	Head of departments	1-29/11/2018& continuous	Met
Establish monitoring system	Quality	1-29/12/2018	Met
Provide the hospital with all necessary requirements to applied Breastfeeding initiative include : (Brest milk pumps and Freezer to save mothers' breast milk	suppliers	1-29/1/2019	Met
Provide a special fully prepared breastfeeding room for hospital visitors (Lactating women)	Morad	2-3/2019	Met
Create a Breastfeeding WhatsApp Group for mothers and doctors	Head of departments	1-3/3/2019	Met
Consultation site visit	HCAC	12-16/3/2019	Met
Arrange a lecture to display and explain the National Code of breast milk and its implementation.	HCAC	18/3/2019	Met
Continuous monitoring the compliance with the process	Eng. Ghadeer	Continuous	Contin uous

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<b>D: do</b>
We implemented the action plan according to the specified timeframe.


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**C: check**

We Checked the results:

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**Outcomes:**

Indicator	Before apply Initiative	After apply initiative	% of Improvement
Women received education before delivery	5%	99.8%	94.8%
Skin contact between mother& baby	5%	95.7%	90.65%
Exclusively breastfeeding	3%	85.1%	82.1%
- Breastfeeding within first 1 hour after delivery - for NVD mothers - Breastfeeding within first 2 hour after delivery for C/S mothers with general anesthesia	5 %	95.9%	90.9%
Room- in (baby accompanied with mother for 24 hr	3 %	78.9%	75.9%
Artificial milk consuming	2550 can	1250 can	51%
Ready to use milk	1570 can	Zero	100%
<b>We become baby friendly hospital with gold belt</b>			

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## ARTIFICIAL MILK CONSUMING

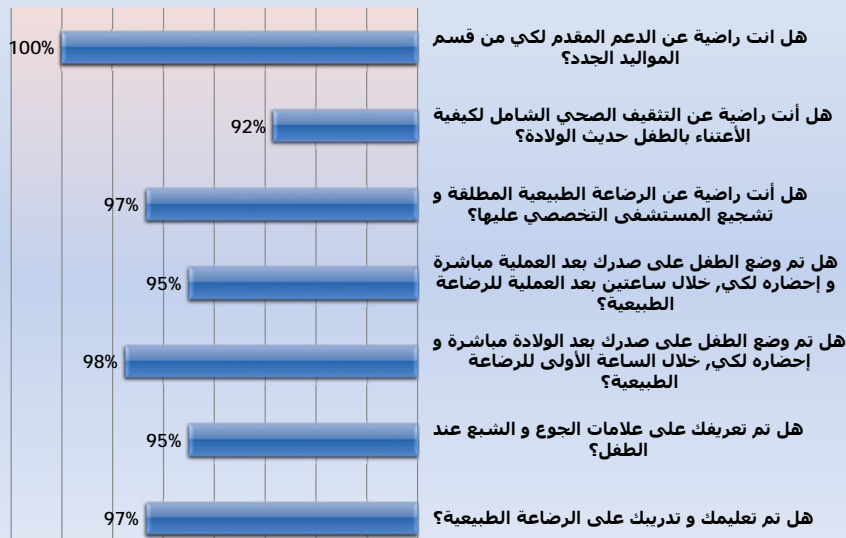
- ◉ in 2018: 2550 milk can
- ◉ in 2019: 1250 milk can
  
- ◉ in 2018: 1570 ready to use milk
- ◉ in 2019: zero ready to use milk

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## Women Satisfaction Results



### مبادرة مستشفى صديق الطفل



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## **A: act**

Acting a continuous monitoring on compliance with the process,

and measure mother satisfaction

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## **Duration:**

Duration plan for our initiative was to be implemented after 1 year, but actually we accomplished it within 10 months

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## Sustainability accomplished by:



- Continuous monitoring the compliance with the process.
- Continuous training for our staff about breastfeeding.
- Measure mothers' satisfaction.
- Continuous awareness for community about the importance of breastfeeding by many methods (e.g.: Free lectures, social media, Whatsapp group...etc.)
- Maintaining the breastfeeding room for visitors
- We adopted staff to become as a consultant in breastfeeding to support breastfeeding program

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## Budget:



The costs for implementing the initiative are:

- Training courses for the staff cost 1,000 JD
- Establishing a Breastfeeding Room for visitors in the Specialty hospital costs 1,000 JD
- Preparing posters & educational material cost 500 JD.
- Awareness Campaigns and sessions include distribution of gifts such as 5 free deliveries at specialty hospital, 8 Baby's' Coats and others for all mothers wither in the hospital or in the local community cost 6,000 JD
- Freezer to save mothers' breast milk costs 600 JD

**TOTAL: 9,100 JD**

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**Thank You**

