Introduction

Rationale: The goal was to address The Healthy People 2020 Goals of increasing care for lactating mothers and reducing infants receiving formula in the first two days of life, and supporting breastfeeding to reduce health risks and prevent disease. The guiding framework used was the “Ten steps to Successful Breastfeeding” by the Baby-Friendly Hospital Initiative, a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF).

Description: A perspective and view on the challenges, educational opportunities and maternal and newborn outcomes from a nurse-driven journey on implementing the “Ten Steps to Successful Breastfeeding”.

Purpose: The purpose of this project was to improve maternal newborn health outcomes through breastfeeding initiation and exclusivity with expanding the roles of families, improving education and supporting rooming-in.

Methods

- Examined current practice and procedures, culture and chart audits
- Formed a committee, identified gaps, and chose process improvements
- Implemented the WHO Ten Steps to Successful Breastfeeding:
  1. Have a written breastfeeding policy that is routinely communicated to all health care staff
  2. Train all health care staff in skills necessary to implement this policy
  3. Inform all pregnant women about the benefits and management of breastfeeding
  4. Help mothers initiate breastfeeding within one hour of birth
  5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants
  6. Give newborn infants no food or drink other than breast-milk, unless medically indicated
  7. Practice “rooming-in”—allow mothers and infants to remain together 24 hours a day
  8. Encourage breastfeeding on demand
  9. Give no pacifiers or artificial nipples to breastfeeding infants
  10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic

Results

- The initiation rate was 82.8% in 2014 and 94% in 2017.
- The exclusive rate was 63.4% in 2014 and 82.3% in 2017.
- Skin to skin at 5 minutes was 30% in 2015 and 90% in 2017.
- Skin to skin at one hour was at 0% in 2015 and now is at 85% for 2017.
- The staff education is currently at 90%.
- The provider education is currently at 100%.

Discussion and Conclusions for Practice

Discussion:

Key to Success:
- Staff education
- Provider education
- Educate patients on informed choice
- Increased patient satisfaction
- Became a donor breastmilk center
- Increased Certified Lactation staff and support services
- Community partnership

Conclusions:

The goals, reasons, and implications to change current practice and fully support breastfeeding are evident in literature. Obtaining Baby-Friendly designation was a team approach that included multiple departments within the hospital system. The support from leaders, providers and staff made it possible to achieve the keys to success. Future goals are to push practice further and challenge ourselves to make Baby-Friendly a permanent culture change.

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References


Becoming Baby-Friendly: Insights and Significant Outcomes
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