Development of Breastfeeding Education Protocol and Educational Content at University of Washington Medical Center

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Background & Issue

With clear scientific evidence supporting benefits of breastfeeding, UWMC Lactation Services worked to receive designation as a "Baby Friendly Hospital" in 2009 from the Baby Friendly Hospital Initiative (BFHI), a global initiative by the UNICEF and WHO, by fulfilling the *Ten Steps to Successful Breastfeeding*, which serve as guidelines to create the optimal environment for early initiation and continued success of breastfeeding in all newborns. However, as UWMC is up for re-evaluation by BFHI in 2014, UWMC must meet the additional standards regarding prenatal breastfeeding education in order to be re-designated as a Baby Friendly Hospital and maintain its high-quality patient care for the maternal and infant population.

Project Goals & Objectives

To develop a patient education plan and patient education material to supplement the UWMC Infant Feeding Policy and meet the prenatal breastfeeding education standards documented as Step 3 of the *UNICEF/WHO Ten Steps to Successful Breastfeeding* guidelines by:

- Identifying education needs of prenatal patients in cooperation from UW Medicine-associated prenatal clinics
- Designing a protocol for implementing uniform breastfeeding education in all prenatal patients going through care from the UW Medicine network
- Designing methods for evaluating learning of prenatal breastfeeding education in compliance with BFHI standards
- Developing breastfeeding education materials that include the required breastfeeding topics from the UNICEF/WHO Baby Friendly Hospital Initiative

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Methods

- Review of UNICEF/WHO guidelines and additional literature review and develop new "UWMC Breastfeeding Education Plan" to meet BFHI standards to qualify as a Baby Friendly Hospital
- E-mail survey to all UWMC associated prenatal clinics to identify patient education needs
- Review of current UWMC breastfeeding education materials and additional outside resources to determine education topic needs
- Development of an all-inclusive breastfeeding education material to be used as supplement teaching material in 1:1 education sessions and in digital format on UWMC Lactation Services website

Anticipated Impact

- All prenatal patients from UWMC associated clinics will receive comprehensive breastfeeding education
- Mothers will be able to make more informed choices on breastfeeding, optimally leading to increased breastfeeding rates
- Practitioners can provide effective breastfeeding education with step-by-step protocol and all-inclusive education material
- UWMC will meet prenatal education requirements and become re-designated as a Baby Friendly Hospital

Results: Deliverables

1. Written protocol: *"UWMC Breastfeeding Education Plan for Prenatal Women-Prenatal Clinics"*

- Supplements UWMC's *Infant Feeding Policy* and qualifies for Step 3 of *UNICEF/WHO Ten Steps to Successful Breastfeeding* guidelines
- Includes the protocol and curriculum for prenatal breastfeeding education to be offered to all pregnant women at the UWMC-associated prenatal clinics
- Outlines the three-step breastfeeding education implementation protocol
  1) Assessment stage: Assessment of patient's prior knowledge/experience and learning readiness
  2) Education stage: Provide education on all required topics by the BFHI Guidelines
  3) Evaluation stage: Evaluate patient's learning according to BFHI evaluation criteria

2. Patient Education Booklet: *"The Breastfeeding Timeline"*

- Includes all key breastfeeding topics as required by BFHI
  - Benefits of breastfeeding
  - Importance of exclusive breastfeeding for 6months
  - Early initiation of breastfeeding
  - Benefits of early skin-to-skin contact
  - Rooming-in on a 24 hour basis
  - Baby-led feeding
  - Frequency of feeding and establishing supply
  - Benefits of continued breastfeeding after intro of solid foods
- Focuses on key points in timeline format for easy comprehension

Breastfeeding Timeline

1 Before Birth — Learn all the great benefits of breastfeeding and tips for successful breastfeeding • Know your breastfeeding resources

2 The First Few Hours after Birth — Embrace the first "skin-to-skin" contact • Earlier the better: initiate feeding within 1 hour • Let your baby enjoy the great benefits of your first milk

3 The First Few Days of Breastfeeding — Feed your baby every 2.5-3 hours • Learn how to recognize when your baby is hungry and when your baby is full • Learn how to tell your baby is getting enough

4 Maintaining Breastfeeding for the First 6 Months — Learn why breastmilk is the ONLY food the baby needs during this period • Learn how to and when it is necessary to pump and store milk

5 Continuing after 6 Months — Why should you continue breastfeeding

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