

Breastfeeding –A journey of love and health

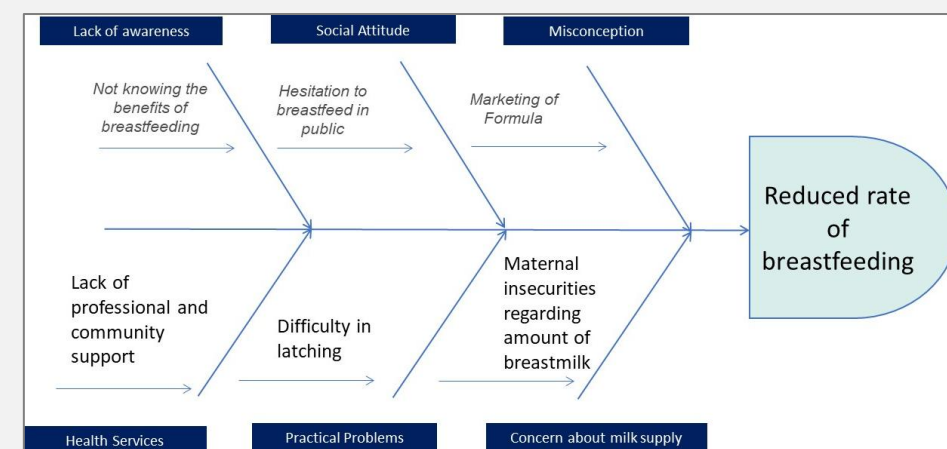
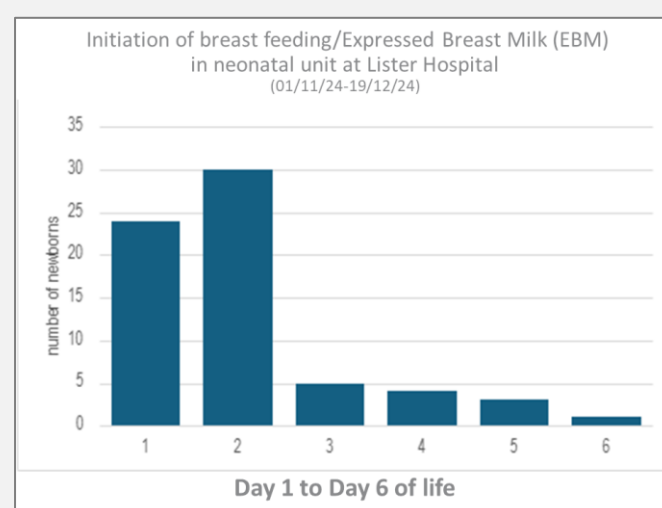
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Most of factors Preventing breastfeeding initiation can be addressed leading to significant improvement

Many new mums are unaware of advantages of breastfeeding for themselves and the baby. They reach for bottle first instead of giving it a go



DIAGNOSTICS



AIM

By February 2025 achieve an increase in number of newborns receiving breastfeeding /EBM within first 24 hours from 4 to 6 per week in the neonatal unit.

MEASURE

Number of newborns admitted to neonatal unit and number of newborns in whom breastfeeding /EBM initiated within 24 hours of life.

CHANGE IDEAS

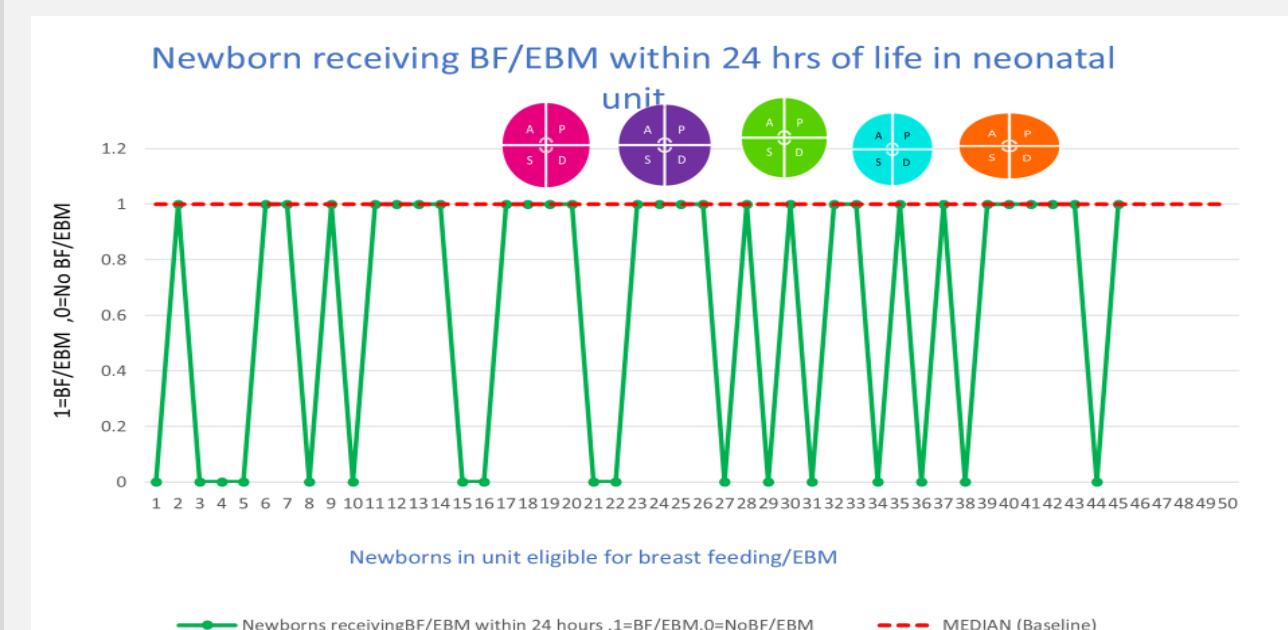
1. Information gathering from official websites
2. Education of mothers during all available clinical encounters
3. Distribution of leaflets
4. Support from infant feeding coordinators
5. Raising awareness among neonatal doctors about relevant resources in unit by distributing questionnaires

PDSA SUMMARY TABLE

PDSA #	PLAN	DO	STUDY	ACT
1	To share the ideas of QIP about breastfeeding with my team.	Shared project idea with my Consultant, registrar colleagues and infant feeding coordinator	My team agreed it was a good project	Action- Go ahead with the project- Gather information to provide to mothers regarding benefits of breastfeeding
2.1	To collect relevant information regarding advantages of breast feeding from different official websites	Gathered relevant information from official websites. Found leaflets in the department .	I found comprehensive information in easy language on nhs.uk website. Trust intranet had valuable guidance for medical professionals	Adopt- I will use the gathered information to share with mothers during my ward rounds and patient reviews. I will share information with my colleagues on WhatsApp group
2.2	Use information gathered to educate mothers regarding advantages of breast feeding during ward rounds ,patient reviews and other clinical encounters.	Used information gathered to talk as many mums as possible over 8 weeks	Most of mothers were satisfied with information provided and they felt more confident.	Use acquired information and suggestions to enable mothers to be more confident about breastfeeding, providing them with leaflets available in departments and inform them how to access QR code on the redbook or website like nhs uk for breastfeeding.

PDSA Test #	PLAN	DO	STUDY	ACT
3.1	To discuss with the Infant feeding coordinators about supporting mothers with breast feeding.	I discussed with the Infant feeding coordinators	The infant feeding coordinators informed me that they are already trying to increase breastfeeding in department and were very happy to support .	Infant feeding coordinators agreed to support mothers having breast feeding issues.
3.2	To use services of infant feeding coordinator to support mothers	Services of infant feeding coordinators were used to address feeding issues with 4 mothers over a period of 2 weeks	Guidance from infant feeding coordinators eased the stress and made all the 4 mothers confident.	Coordinate with services of infant feeding coordinators to address feeding issues whenever needed
4.	Raise awareness among neonatal doctors to utilise resources on the neonatal unit to promote breast feeding	I distributed Questionnaire to the doctors on the unit to assess their confidence and awareness about breast feeding resources 12 doctors completed the questionnaire	From the questionnaire response, 11 doctors were very or somewhat confident and 1 not confident to discuss advantages of breastfeeding. Majority (10 out of 12) were aware about leaflets available in department while most of them (7out of 12) were unaware of colostrum packs	Encourage neonatal colleagues through whatsapp messages to undergo e-learning on infant feeding on Trust intranet . Organise teaching sessions to build confidence in staff.
5.	To discuss the benefits of breast feeding /EBM during counselling for preterm deliveries	I discussed the advantages of breastfeeding /EBM for preterm babies	Mothers were happy to provide EBM for preterm babies admitted to NICU	To continue to encourage the neonatal team (reminders on group whatsapp or discussions during handover) to discuss advantages of breastfeeding during prenatal counselling for preterm births.

RUN CHART



CONCLUSION & LEARNING

- Although the QIP did not achieve its aim - there was some improvement and a significant boost to the confidence and motivation of neonatal doctors regarding promotion of breastfeeding.
- My colleagues agreed to carry on the change ideas to bring about a more significant change in the long run.

REFLECTION

- I learnt a structured approach to QIP.
- Ongoing efforts over a longer period are needed to bring about a significant change in numbers
- There are multiple stakeholders which adds to challenges.
- Maternal choice is also important.
- The change ideas are clearly defined and actionable, so neonatal doctors will be able to continue with this and hopefully it will have real impact in the long run.

