

'Amrutam: The Lifeline'



Dr. Archana Bajaj, Ms. Manishika Patait (PT) Organisation Name: Fortis Hospital, Shalimar Bagh

Introduction

- As per the analysis done by The National family health survey- 4, and published in an international journal on breast feeding, Overall, about 55% of the children (0-5 months) were exclusively breastfed(EBF) in India.
- · WHO recommends six months of EBF.
- Research has shown antenatal education and/ or early counselling of mother/family and initiation of breastfeeding within first few hours of delivery is the answer

Aim/Objective

- The objective is to see the effect of antenatal education and /or early counseling and early initiation of breastfeeding
- · Unit Aims to increase exclusive breastfeeding at the time of discharge of uncomplicated delivery.

Reasons for decreased EBF rates Underconfidence Marketing Waiting for cultural ritual before Its better to pump and use Milk doesn't come initiation bottle Formula is Lack of on first information day Low milk supply hence decreased EBF rates Lack of positive support Mother's Breastfeeding milk is Fads not sufficient for Baby Perceived milk Misconception Lack of insufficiency knowledge about biological about body changes process Society Peers

Planned a retrospective study included 100 primiparous women no nipple conditions (flat/inverted)

Group A (50 women) Jan'2023 to Dec'2023 Group B (50 women) Jan'2023 to Dec'2023

Received either or both Antenatal Education and early lactation counseling post delivery for breastfeeding by unit lactation educator(LE) resulting in early initiation of breastfeeding

Did not opt for antenatal education session and had a delay in getting lactation counselling by unit LE or delay because of any other medical reason

Antenatal counselling Child Birth Education classes IPD rounds by lactation educator Regular nurses training rses Induction training

Setting goals /objectives- to plan an antenatal and IPD programme for new moms and check the outcomes on the EBF rates at the time of discharge.

PLAN

PDCA CYCLE

Data Collation

nparing the results of new moms who were able to initiate early and who had a delay of more than 4 hours

- Lactation counselling by lactation educator of the unit.

Early initiation of breastfeeding. Round the clock support by nurses and other supporting staff

Program Development Information

regnancy Fitness/ Yoga

Conducting

antenatal

postnatal fitness

essions

and

Fitness

- Conducting Childbirth education Baby care Breastfeeding information
 - sessions
 - Antenatal education sessions with Experts (OBGYN, Neonatologist, Nutritionist, Anaesthetist etc) IPD rounds for Lactation. Early initiation of breastfeeding Nurses training, Induction Training(Virohan)

Reflexology in IPD to relax new mom.

Wellness

Pregnancy Massages

Lactation support

programme

Results

Group A Out of 50 women, 45 women were exclusively breastfeeding at the time of discharge.

Reasons of giving top feed in 5 womer e -Family pressure Ritual

- Mother preference/comort

Overall EBF percentage being 90%.

Group B

Out of 50 women, 30 women were exclusively breastfeeding at the time of discharge.

Reasons for giving top feed in the

- arly hours:

 Mother milk not sufficient
- not enough milk top feed is more filling mother preference(lack of confidence)

Overall EBF percentage being 60%.

Group A Group B **EBF-90% EBF-60%**





Consulsion

- · Childbirth and feeding is a physiological process but lactation support is required to make mothers understand the
- · It makes her confident to hold, position, and latch her baby.
- · Hence increasing the possibility of feeding exclusively.
- · Knowledge increases Confidence.

Sustainance

- · This is in sync with "surakshit matrutva" initiative of GOI
- · regular emphasis
- · Regularly updated about the antenatal services
- Family education
- · Nurses Training on Lactation support.(maternity ward)
- · Nurses induction training (Virohan)

- Regular follow up with primary healthcare provider team.
- Breastfeeding sessions
- Early counselling by Lactation Educator in IPD
- · Early initiation of breastfeeding post delivery and follow-up till discharge.