# Baby-Friendly Hospital Initiative in Gleneagles Hospital Hong Kong

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## **Baby-Friendly Hospital Initiative Journey in GHK**

05 July 2018 Submitted Registration of Intent



19 July 2018 Awarded Certificate of Intent



14 October 2019 Awarded Certificate of Commitment



20 January 2022 Award Certificate of Level 1



04 August 2023 Award Certificate of Level 2



24 September 2024 Award Baby Friendly Hospital





## What Challenges We Have To Tackle In These Years

- COVID-19 pandemic :
  - Staff Training
  - Antenatal Talks had to be adjusted to ZOOM
- Antenatal follow-up appointments in other Private
   Obstetrician Clinic were limited our time to have
   discussion with clients in Infant Feeding Plan
- 24-Hours Rooming-In: Manpower issues





# **How To Tackle: Staff Training Collided With COVID-19 Pandemic**

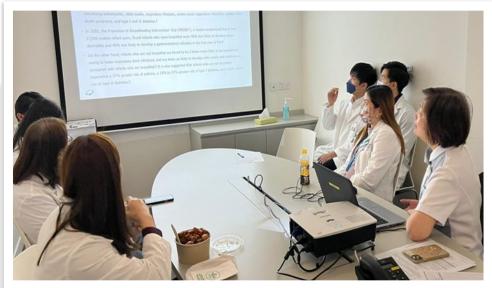
- Doctors and Anaesthetists: Open Paediatric BELLA
  - Breastfeeding Provider Training
- Department of Health (DH) provided comprehensive videos for Nurses Training
  - Plus 3.5 hours of theories and clinical practicum
- Tailor-made training for different departments



**Basic Infant Feeding Course for Maternal and Child Health Workers** 









# **How To Tackle: Antenatal Talks during the COVID-19 Pandemic**

- Antenatal classes play an important role in BFHI
- Attempted to use ZOOM for Lactation Talks to provide virtual support
- Get IT assists to send a ZOOM link to mothers <u>2 days</u> before the meeting and a reminder <u>1 day</u> before the meeting





# **How To Tackle: Limited Time To Discuss With Clients for Infant Feeding**

- Invited Obstetricians to refer their clients to GHK's
   Antenatal Classes
- Provided one to one breastfeeding talks when mothers admitted or after baby was born
- Implemented 24-hours rooming-in practice
- Encourage skin-to-skin contact between mothers and infants



#### Share in Brandon I and a Farmula

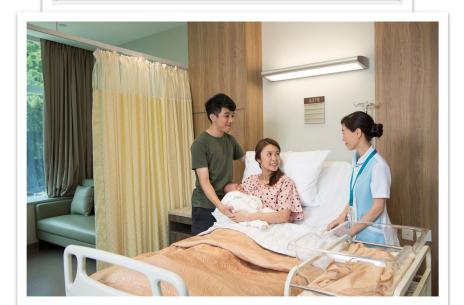
Choosing Breastfeed or Formula-feed

The decision to breastfeed or formula feed for your baby is your personal choice

Gleneagles Hospital Hong Kong respect parents informed choice

#### Breastfeeding

- The American Academy of Paediatrics (AAP), the American Medical Association (AMA), and the World Health Organization (WHO) recommend Breastfeeding as the best choice for babies.
- The AAP recommends that babies can be breastfed exclusively for the first 6 months. Beyond that, breastfeeding is encouraged as long as mother and baby wish.
- Breastfeeding babies reduce chance of allergies / asthma / diabetes / obesity / sudden infant death syndromeand some chronic illness.
- Breastfed babies have fewer chance of infections and hospitalizations than formula-fed infants. During breastfeeding, antibodies and immunological factors transfer from mother to her baby, which strengthen baby's immune system.
- Breastmilk is easily digested and absorbed by a newborn. Therefore, less chance of diarrhoea or constipation.
- 6. Breastmilk naturally contains many vitamins and minerals that newborn requires
- Some studies suggested that children who were exclusively breastfed have slightly higher IQs than children who were formula fed.
- Breastfeeding burns calories and helps mother return to their pre-pregnancy shape and weight more quickly.





## **How To Tackle: Manpower Issues**

- 24-hours Rooming-in Practice is manpower consuming
- Gain support by Top Management
- Train up staff to ensure competent for providing effective care and services









Practice Change	After Level 1	After Level 2
Skin to Skin Contact		
Babies who had skin-to skin contact initiated immediately after birth (within 5 minutes), and continued for at least an hour or until the first feed was finished	<ul> <li>† trend to 85.8% of mother holding their baby for at least 1 hour / for as long as she wished</li> <li>Staff in Obstetric department became more alert in encouraging mothers to engage in skin-to-skin after birth for an hour or till the first feed was finished</li> </ul>	<ul> <li>88.3% mothers holding their baby for at least an hour / for as long as she wished</li> <li>Staff in Obstetric department became more proactive in encouraging mothers to engage in skin-to-skin after birth, except baby's condition not allowed</li> </ul>



Practice Change	After Level 1	After Level 2	Remarks
Supplementary Feed	<ul> <li>82% of mothers tried breastfeeding</li> <li>Discuss with mothers on baby feeding regimes and encouraged them to breastfeed</li> <li>Daily visit to mothers by Nurse Manager or Lactation Consultants to support and address mothers' breastfeeding issues</li> </ul>	<ul> <li>• 90.2% mothers tried breastfeeding, including exclusive breastfeeding and mixed feeding</li> <li>• Keep on daily visit to mothers by Nurse Manager or Lactation Consultants to support and address mothers' breastfeeding issues</li> </ul>	<ul> <li>Explain the advantage of breastfeeding and disadvantage of non-breastfeeding to mother before they made decision</li> <li>Only provide supplementary Feed upon clinical indicated or mother's request, expressed breast milk is the first choice</li> </ul>

Practice Change	After Level 1	After Level 2
Implement Birth Plan	Midwives proactive implemented birth plan	Keep on practice
Clencagles Hospital RESES Freed Charge Bit She Hall RESES Freed Charge Bit She Hall RESES Freed Charge RESE	<ul> <li>Conducted regular antenatal talk on breastfeeding via ZOOM during the pandemic.</li> </ul>	<ul> <li>Transition to regular face to face antenatal talks on breastfeeding</li> <li>Invited Obstetricians to refer their clients to attend these talks, even if the clients did not plan to deliver in GHK</li> </ul>



# **After Level 1 After Level 2 Practice Change Breastfeed Promotion** Breastfeed Q&A videos on each Keep on practice floor and GHK Website for clients to watch



#### **Practice Change After Level 1 After Level 2 Information to Parents** Added DH QR code on Updated the QR code when revised the baby books to breastfeed information in the ensure mothers could access baby book for parents to access Child Health Record the latest information Implemented regular Terminated the contract with environmental checks to magazines that had formula prevent formula milk milk advertisements advertisements in the hospital area



#### **Team Work Lead To Success In GHK**

- Thank you for the strong support by Top Management
- Thank you for the participation and collaboration of all departments and staff, especially the Nursing Training
   Department , Obstetric Ward , Nursery, Clinics' colleagues and Lactation Consultants in GHK
- We work together with a unified mindset towards achieving our goals







# Thank You

