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Using Skin-to-Skin Contact to Increase Exclusive Breastfeeding at Maternity & Children Hospital

Introduction: Several studies showed that SSC (skin-to-skin contact) in the early postpartum period is an effective method to increase exclusive breastfeeding (BF) rate during the hospital stay and strengthen continuation of breastfeeding, which end with excellent outcomes.

Objective: The purpose of this study to determine if immediate skin-to-skin contact after full term normal vaginal birth had an impact on exclusive breastfeeding rates at time of discharge.

Method: Retrospective data analysis from medical records and BF committee records were reviewed. We implemented the WHO recommendations in a baby friendly hospital as listed step four from the ten steps to successful breastfeeding to practice SSC for healthy full term newborns delivered by normal vaginal delivery at a large health institution – Maternity and Children Hospital (MCH) in Dammam Saudi Arabia between 2014-2017 followed an education program on SSC after birth was given to the nurses and midwives staff in the delivery ward. Education included definitions and benefits of skin-to-skin contact, its role in successful breastfeeding and practical session. SSC duration was between 30-40 min less than the recommended time by the WHO - 60 min due to some limitations.

Results: Through this study, after staff training the hospital's absolute improvement in SSC reached 36.75% which has an impact on absolute improvement in exclusive breastfeeding reached 100% and the first feed by 97.6% during the period between 2014-2017.

Conclusion: The improvement in exclusive breastfeeding following staff training on SSC practice after birth is comparable to other studies and even short time SSC can make a big difference in breastfeeding outcomes.

Biography

Eman is a family medicine specialist work in primary health care center, Antenatal clinic in MCH-Dammam. She served as the head of health education unit for 2years and also the head of Breastfeeding Committee- MCH and Breastfeeding support administration in eastern province Dammam since 1997. She is the certified trainer on breastfeeding counselling and courses. She gave and attended many lectures on breastfeeding courses inside and outside the hospital and training courses for preparation for international board of lactation exam (IBLCE), she became certified international lactation consultant (IBCLC) on Oct 2016 she is also the Member of Academy of breastfeeding medicine.

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