

The Effect of Early Skin To Skin Contact on Exclusive Breastfeeding Rate and Self-efficacy of Breastfeeding among Hong Kong Chinese Women



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Introduction:

- **Breastfeeding** is universally recognized as optimal feeding
- **Exclusive breastfeeding** (EBF) is the gold standard of successful breastfeeding
- World Health Organization developed the Baby Friendly Hospital Initiative
- **Early skin to skin contact**(SSC) is recommended hospital maternity care practice
- The prevalence of exclusive breastfeeding is relatively low

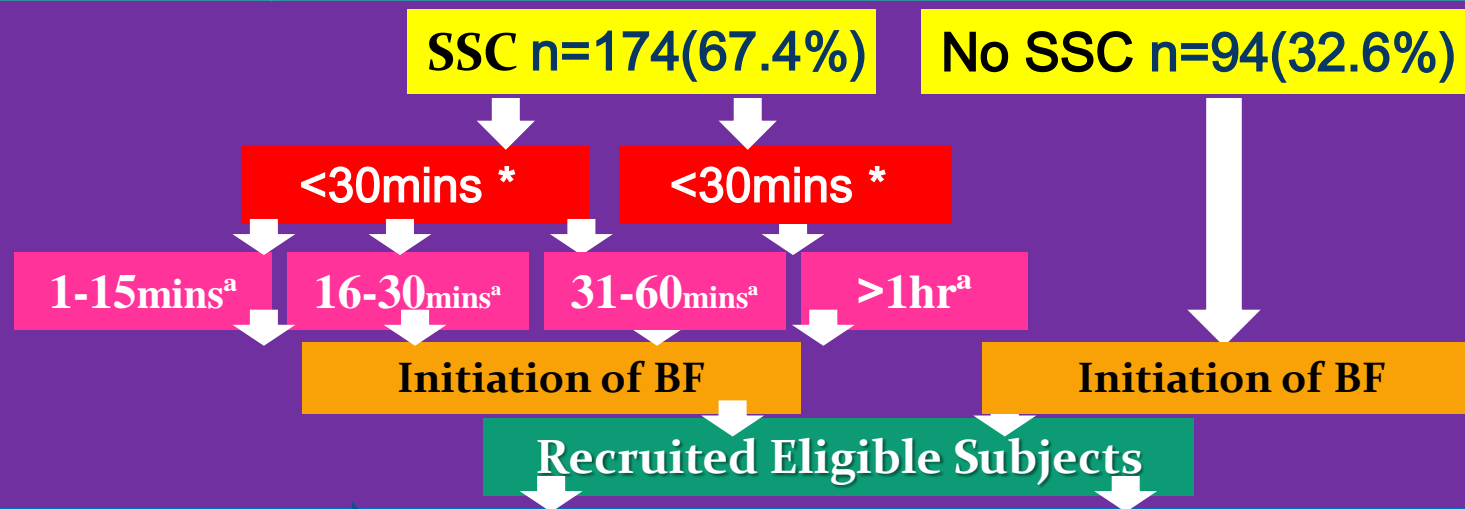
Objectives:



To explore the **impact of early skin to skin contact** and **duration** of the contact after birth on **exclusive breastfeeding rate** and **breastfeeding self- efficacy** compared to conventional care on **day 1 and 4 weeks postpartum**

Methodology:

Study design	A prospective cohort study ⇒ self-administered questionnaire including SSC practice and BF Self-efficacy Scale on day 1 & 4 weeks postpartum telephone interview
Sampling methods	Convenient sampling method conducted in KWH from 5 th February to 24 th April, 2012
Study subjects	<ul style="list-style-type: none"> •Hong Kong Chinese women received regular antenatal care, uncomplicated pregnancy and normal vaginal delivery •258 eligible participants recruited and 246(95.3%) enumerated



Data Collection Form ➡ Self-Administered Questionnaire on day 1 and 4 week phone interview

Results:

*p Values refer s to Chi- Square test



	Exclusive Breastfeeding prevalence					
	During hospital stay on Day 1 n=152(58.9%)			4 week postpartum n= 80(32.5%)		
	No (%)	*p value	OR, CI (95%)	No (%)	*p value	OR, CI (95%)
Initiation of skin to skin contact	121 (58.9)	0.001	3.90, (2.26,6.75)	65(38.9)	0.001	2.72, (1.42,5.17)
Duration of the contact						
1-15mins	27 (54.0)	0.06	2(0.994.09)	23(47.9)	0.001	3.93, (1.77,8.72)
16-30mins	41 (73.2)	0.001	4.67(2.23, 9.79)	12(21.8)	0.69	1.19, (0.51,2.79)
31-60mins	36(75)	0.001	5.13(2.33, 11.3)	20(43.5)	0.001	3.28, (1.46.7.38)
> 1 hr	17(85)	0.001	9.69, (2.63,35.73)	10(55.6)	0.001	5.33, (1.8,15.81)



Findings

Comparison of difference between total mean score of Breastfeeding Self-Efficacy Scale(BSES-SF) with the SSC on **day 1 and 4 weeks postpartum**

Outcomes	No Skin to skin contact n= 84	Skin to skin contact n=174	*p value	CI (95%)
	Mean \pm SD	Mean \pm SD		
Total score of BSES-SF on Day1	40.80 \pm 11.32	45.18 \pm 9.77	0.001	-7.08 \pm -1.69
Total score of BSES-SF at 4 week postpartum	47.20 \pm 12.82	54.20 \pm 11.17	0.001	-10.79 \pm 3.21

*p Values refers to Independent Sample- t test



Conclusions:

- **Early skin to skin contact** could lead to higher exclusive breastfeeding prevalence and breastfeeding self-efficacy
- **Longer duration** of skin to skin contact may also enhance the exclusive breastfeeding rate
- **Uninterrupted and extended** skin to skin contact is recommended in the routine breastfeeding support practice to uphold the Baby Friendly Hospital Initiatives among Hong Kong Chinese