‘A moment of touch” photo contest- A cross-departmental collaborative project on engaging hospital staff and parents in the Breastfeeding Promotion Campaign

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Introduction
To become a Baby-Friendly Hospital (BFH), it is crucial to engage as many as staff in building the baby and mother friendly culture within the hospital. This is to describe a breastfeeding promotion campaign organized by the QMH/TYH BFPC which was comprised members of nurses and doctors from departments of paediatric cardiac team as well as PAM & O&G. This project aimed at creating the atmosphere of promoting breastfeeding and parents-baby bonding in QMH. The theme was “A moment of touch —interpreting the benefit of breastfeeding and skin-to-skin care through the lights and shadows of an image”.

Objectives
☐ To infuse concept of the benefits of breastfeeding and skin-to-skin contact (Kangaroo Care) to nursing mothers and staff of QMH ☐ To engage as many as hospital staff in the breastfeeding promotion campaign ☐ To empower junior nurses to take part in the project activities ☐ To strengthen cross-departmental team collaboration

Methodology
1. Establish working groups involving nursing staff of departments of PAM and O&G 2.
Hold a photo contest inviting entrants' submission on images of skin-to-skin care, from parents/family members of hospitalized babies and staff of Hong Kong West Cluster.  
3. Publicity included sending promotion email through intranet and parents' support group, produce attractive poster to post up at the hospital compound especially obstetric and neonatal unit. 4. Invite hospital managerial level to be the judges including HCE and GMN of QMH, COS of department of PAM and O&G 5. Organize the photo contest award ceremony during the week of World Breastfeeding Week 6. Conduct a photo exhibition 7. Invite local media to report the campaign

Result

1. More than 6 young nurses (whose year of experience less than 3 years) were led by APNs, WMs to actively participate in the project activities such as creating the poster, acting the Master of Ceremonies, event organizing etc. 2. A total of 35 entries were collected from staff and parents of infants 3. There were 96 participants, who include 79 adults, 17 children, total 16 families joining the photo contest award ceremony. 4. Two local newspapers reported the event. 5. A photo exhibition of the 21 final entries was held for 2 weeks at the main corridor of hospital on Aug 2014.