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Promote Breastfeeding in Neonatal Unit in preparing Baby Friendly Hospital designation
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Introduction
Queen Elizabeth Hospital is preparing to achieve the designation of Baby Friendly Hospital. In the neonatal unit (both NICU and SCBU), mother and baby are being separated because of baby's hospitalization. Breastfeeding for a sick baby who had been admitted to a neonatal unit is very difficult for mother. How to support these mothers keep on lactating and carry on breastfeeding require lots of education, practical and psychological support. Staff in NICU and SCBU did try to use different methods to promote, protect and support breastfeeding. With the increasing Breastfeeding rate and Patients satisfactory feedback, the breastfeeding support group is leading the whole team towards to the standard of being a Baby Friendly Hospital.

Objectives
1. Ensure all babies’ mothers have sufficient information about breastfeeding and receive professional Breastfeeding Support. 2. Arrange and employ better breastfeeding facilities for parents. 3. Training staff to fulfill the standard of Baby Friendly Hospital Initiative.

Methodology
1. Parental Education on how to maintain sufficient breast milk for baby during their hospitalization. 2. Teaching class for both babies and mothers to ensure good breastfeeding technique before discharge. 3. Frequent follow up and support breastfeeding mothers. 4. Staff training and assessment.

Result
1. Improving Breastfeeding rate 2. Improving exclusive breastfeeding rate 3. Improving parental satisfactory rate