



**Service Priorities and Programmes**  
**Electronic Presentations**

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**Training for doctors on breastfeeding promotion**

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**Introduction**

Breastfeeding, the well known but forgotten best start to life, does not come naturally. The Baby-Friendly Hospital Initiative (BFHI) is an effort by UNICEF and WHO to ensure that all maternities to become centers of breastfeeding support. Medical doctors' involvement is essential in encouraging, supporting and managing common problems associated with breastfeeding. In order to be accredited as a baby friendly hospital by 2015, all health care staff should be trained in the knowledge and skills necessary to implement the breastfeeding policy. However, it is difficult to monitor the training schedule of every medical staff with their busy clinical work.

**Objectives**

After the training program, all medical staff should be able to inform all pregnant women about the benefits and management of breastfeeding.

**Methodology**

The training program is divided into 3 parts: 1. Interactive lectures: a series of 8 lectures, each lasts for 1 hour is given during weekly departmental meeting. The contents are based on the e-learning education kit prepared by the Department of Health. They included basic knowledge and management of common problems on breastfeeding. Main theme Session 1 Informed choice on infant feeding Session 2 Delivery and breastfeeding Session 3 Management on complaint ' inadequate milk ' Session 4 Management on Breast pain and breast lumps Session 5 Breastfeeding and jaundice Breastfeeding for infants with special needs Session 6 Maternal illness ,medication use and diet during lactation Session 7 Breastfeeding mother and work Session 8 Common concerns in breastfeeding infants Attendance of staff is recorded. Absentee will be required to review the session. 2, Commissioned training: A commissioned training on breastfeeding was organized as a one and half day conference. International and local experts on breastfeeding were invited. They shared with us on breastfeeding promotion and practical skills. There are chances of more in-depth discussion on the latest update and controversies. 3, Practical session: a practical session will be provided by a lactation consultant, focusing on practical skills in helping breastfeeding mothers.

**Result**

The training program helps refresh our knowledge and update us on new information about breastfeeding, so that we can take an active role in breastfeeding promotion. Similar training program can be carried out in other departments in order to prepare QEH to become a Baby friendly hospital by 2015.