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The Impact of Implementation of Baby Friendly Hospital Initiative in Maternity Unit at Queen Mary Hospital

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Introduction

The Baby Friendly Hospital Initiative (BFHI) is a global program which aim to promote breastfeeding in hospital. The maternity unit of Queen Mary Hospital had kicked off this program since Dec 2013 and had obtained level one participation in Dec 2015 with 2 more levels to achieve in 2017.

Objectives

- (1)To provide a timely assessment of the impact of BFHI to the maternity staff
- (2)To explore the experiences of implementing the BFHI
- (3)To bridge the gaps which identified

Methodology

All staff including midwife, student midwife, obstetrician, patient care assistant and supporting staff who are working in maternity unit are invited to complete the survey questionnaire.

Result

There were 110 participants with a return rate of 78% and in general, they were satisfied with the implementation of BFHI including strategies used to enhance staff knowledge and skill on BFHI and breastfeeding. 95% of staff perceived more focus was put on infant feeding work and 96% opinioned that breastfeeding service information was more readily accessible. 88% of them agreed that activities such as training and orientation enhanced their knowledge of infant feeding policy and breastfeeding technique and midwife with less than 2 years of working experience were more receptive to the changes. Difficulty such as increase in workload was noted but the benefits of breastfeeding for mother, baby and community are valued by different rank of staff and 80% of staff agreed that BFHI promotes quality of care and safety which are viewed as desirable.