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“Chat With New Mothers” Project To Promote Baby Bonding For Underprivileged Mothers in CCDS

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Introduction

Mothers in Comprehensive Child Development Service (CCDS) were “Underprivileged” mothers, in being either teenage, having psychotic problems or being substance abusers. Basically, most of them were lacking of knowledge and network to fulfill the mother role that they were likely to suffer since pregnancy. Community and Patient Resource Centre linked with Paediatrics, and psychiatric team, and with O&G obstetrics outpatient clinic, CCDS clinic and Maternal and Child Health Centre (MCHCs) as platforms help to support these CCDS mothers and especially those mothers at risk.

Objectives

- 1.To promote mother-infant bonding for CCDS mothers
- 2.To promote comprehensive child-care (suitable for aged0-2) for mothers at risk
- 3.To promote community support network for needy cases

Methodology

Community and Patient Resource Centre implemented the project to strengthen the support for CCDS mothers through (1) Creating Baby rearing QR code card, “Chat with New Mother”, and a new internet web-page through Healthyhkec platform to promote comprehensive child-care (suitable for aged0-2) and utilization of community resources and related community support network. These QR code cards are distributed directly through clinical at O&G obstetrics outpatient clinic, CCDS clinic and 3 MCHCs. (2) Story-telling sessions were conducted regularly in 2017 to enhance learning and practice of the bonding relationship. (3) A pilot survey has been

conducted at MCHCs which focused on the effectiveness of baby bonding approach after intervention when babies aged 0-1.5 year-old at MCHCs.

Result

From January-April, there were 200 mothers were engaged through consultation sessions by Paediatrician, midwife and psychiatric nurse at O&G obstetrics outpatient clinic, CCDS clinic and Maternal and Child Health Centre (MCHCs). A total of 60 mothers were referred by clinical partners to attend the workshops. The pilot survey was conducted by Paediatrician through consultation session at MCHCs.

The project had demonstrated the effectiveness of multi-disciplinary and comprehensive collaboration with clinical partners and powerful external community partners, including Bring Me A Book (Hong Kong) Foundation, Play Right Association, Baptist Oi Kwan Social Service-Neighbourhood Support Child Care Project, etc. It was significant that such strategy or model to make best use of expertise and collaboration with existing resources to help CCDS mothers was found successful.