



Service Priorities and Programmes Electronic Presentations

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Mothers' Perceptions and Staff Engagement in Postnatal Massage with Potential Delayed Lactogenesis

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Job satisfaction

Father support breastfeeding

staff motivation

Introduction

Breastfeeding significantly improve the health development and survival of newborns; improve health and wellbeing of mothers. However, medical interventions such as pharmacological pain relief methods; caesarean section and oxytocin infusion are all affecting the initiation in breastfeeding. Maternal stress and medical conditions further delayed lactogenesis; whereas the preemies need "golden fluid" to strive for life. Postnatal massage and acupressure is well known for relaxation and stress reduction, improve circulation and reduce swelling, and regulate hormone secretion. The practice implemented in postnatal ward is aimed that the "high touch, low intervention" can help to attain the best health benefits for mothers and babies.

Objectives

1. Stimulate mothers' body to release endorphin and oxytocin
2. Develop the rapport with mothers to enhance breastfeeding counselling
3. Engage fathers in supporting mother on breastfeeding
4. Engage nurse-midwives to support those mothers with breastfeeding problems

Methodology

1. Identify mothers with stress or have potential factors in delayed lactogenesis
2. Perform massage, acupressure on foot to head or partial body part once a day for two consecutive days. Teach her spouse or relatives to perform gentle massage.
3. Reflective journal of midwives for self learning and group discussion

Result

The service is commenced from 2014, started with 4 nursing staff to 14 in 2016. The practitioners included ward managers to the frontline nurse-midwives. Women who need the service were identified during ward round, referred by lactation consultants

and the ward nurses.

Mothers' subjective experience on the massage and acupressure:

1. Felt being supported
2. Milk comes in or increase milk production
3. Sleep quality is improved
4. More confidence in breastfeeding and child care
5. A holistic care which is unexpected in public hospital

Themes from midwives' reflective journal were identified:

1. The touch was warm and relaxing to the mothers and practitioner.
2. A platform to deepen the relationship among mothers and nurses-midwives
3. Felt contented & satisfied when her problem being solved
4. Mothers' encouraging feedback enhance my engagement & commitment

Conclusion

The essence of healing touch and acupressure helps the mothers to overcome the most challenging days in adapting the new role and establish breastfeeding. It enhances hormones and mood balance. Prevent postnatal blue and have a sense of trust and support from health care providers. The positive feedback and appreciation from the families have a positive impact in motivation and job satisfaction among the massage practitioners.