

Quality Improvement Project to Increase Exclusive Breastfeeding Rate in Saudi Arabia

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Abstract

Objective:

There is significant documented evidence to support the positive health outcomes and benefits of breastfeeding to the mother and the baby. The objective is to increase exclusive breastfeeding by providing pre and postnatal breastfeeding education and lactation support and improve breastfeeding knowledge of the physicians and nurses.

Design

Quality improvement process with education and pre and posttest knowledge.

Setting/Local Problem

The Obstetrics and Gynecology department at a company owned tertiary hospital in Saudi Arabia. In this hospital postpartum patients have a high rate of breastfeeding initiation but continuation and sustaining exclusive breastfeeding post-delivery and by discharge from the hospital is very low.

Participants

Pregnant and postpartum women aged 18-45 receiving care in the hospital and healthcare providers comprising of nurses and physicians from 18-65 years.

Intervention/Measurements

Interventions include: pre, post-natal breastfeeding education and lactation support using face to face instructions, class room education with videos both in English and Arabic languages and lastly education of staff through presentations, discussions and a pre and posttest breastfeeding knowledge. The success of the project is measured by comparing the pre and posttest breastfeeding knowledge, increase in the number of prenatal patients attending

breastfeeding education class and percentage increase in the exclusive breastfeeding rate post-delivery.

Results

The intervention led to increase in exclusive breastfeeding at 3 months post intervention (11.7% v 9.1%). The number of mothers who attended breastfeeding program increased 34%, Mean (38, SD 17, $p < .04$) statistically significant. The mean score of breastfeeding knowledge improved from 10.98 (SD=2.2) to 12.67 (SD=2.3) with $p=0.000$ statistical significant.

Conclusion

Providing education to healthcare providers, prenatal, postnatal breastfeeding education and lactation support to patients will increase exclusive breastfeeding.