

Research Article

Baby Friendly Practices In Baby Friendly Hospitals: Client's Perspective

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ABSTRACT

Background: Breastfeeding Is A Physiological Phenomenon; Nonetheless, This Act Is A Learned Behavior That Requires Continuous Active Support To Make It Successful. This Study Determines Client's Perspective About Baby Friendly Practices At Tertiary Care Hospitals.

Methods: A Descriptive Cross Sectional Study Was Conducted In The Obstetrics Department Of Jinnah Hospital April To June 2016, Ganga Ram Hospital And Mayo Hospital From April To June 2016. Booked Mothers Aged 15–40 Years, Having Given Birth To Healthy Baby Were Included In The Study. Questions Were Asked After Taking Written Informed Consent From The Mothers After Delivery. Data Was Entered And Analyzed On Spss Version 21.

Results: Out Of 273 Mothers Only 73 (26.75%) Mothers Were Made Aware About The Benefits Of Breastfeeding. While 180 (65.9%) Mothers Had Skin To Skin Contact With Their Baby Within One Hour. About 159 (58.24%) Had Started Formula Milk Along With Breastfeeding. Rooming In Was Practiced By 171 (62.9%) Mothers. About 10 (.66 %) Reported That They Knew About Breastfeeding Support Groups. The Use Of Pacifier Was Discouraged In About 78 (28.57%) Of The Cases. It Was Observed That Mothers Who Delivered Their Baby Per Vaginal Had Earlier Skin To Skin Contact.

Conclusion: Baby Friendly Practices Are Followed To A Small Extent Among Mothers In Baby Friendly Hospitals.

Keywords: Breast Feeding, Rooming In, Skin To Skin Contact.

INTRODUCTION

Breastfeeding Has Been Recognized Globally As One Of The Most Important Intervention Towards Attainment Of Millennium Development Goals (Mdg-4) {1}. Breastfeeding Is Worldwide Perceived As Beneficial For The Mother And The Child, Being Considered As The Complete Source Of Nutrition For The Infant {2}. The Rates Of Breastfeeding Could Be Increased By Adherence To The Ten Steps Of Bfhi That Positively Affect Breastfeeding Initiation But Also To A Lesser Extent The Duration And Exclusivity {3}. Breastfeeding Is Exclusively Defined As A Practice Whereby Infants Receive Only Breast Milk (Not Even Water Or Any Other Liquids) With The Exception Of Vitamins, Mineral

Supplements And Medications For The Initial Couple Of Months Of Life {4}. The Baby Friendly Hospital Initiative (Bfhi) Was Launched In 1991 By The World Health Organization (Who) And The United Nations Children's Fund (Unicef), In Response To The 1990 Innocent Declaration On The Promotion Protection And Support Of Breastfeeding {5}. The Baby Friendly Initiative Is Effective In Increasing Breastfeeding Initiation, Exclusive Breastfeeding And Breastfeeding Duration In Many Countries, As Well As Improving Mother's Health Care Experiences. Pakistan Has A High Neonatal Mortality Rate. Breastfeeding Is Initiated Within One Hour By Only 18 Percent Of Mother {6}.

The Percentage Of Exclusively Breastfeed Children For The First Six Months Is Only 38%, Which Has Hardly Improved Since The Last Survey (37%) {7}. Breastfeeding Is A Complete Nutritional Source For Infants Up Till Six Months Of Age, Promotes Maternal Bonding, Providing Essential Nutrients To Infants, Benefits Of Breastfeeding For Both Children And Their Mothers Have Been Reported. These Pertain To Decreased Incidence Of Otitis Media And Gastroenteritis, Lower Risk Of Obesity, Asthma, Sudden Infant Death Syndrome (Sids), Type 1 And Type 2 Diabetes Mellitus {8}. Mothers Who Breastfeed Have A Reduced Risk For Breast And Ovarian Cancers, Diabetes, And Cardiovascular Disease {9}.

Hospitals And Birthing Centers Can Strongly Influence The Outcomes For Mothers Who Choose To Breastfeed By Establishing Effective Breastfeeding Behavior Immediately After Birth And During The Hospital Stay. Making The Mother Aware About The Benefits Of Breast Feeding Is One Of The Foremost Responsibilities Of A Professional Health Care Provider. Breast Milk Is Beneficial Because It Contains 0.8-0.9% Proteins, 4.5% Fats, 7.1% Carbohydrates, 0.2% Minerals. Carbohydrates Are Mainly Lactose; Several Lactose Based Oligosaccharides {10}. The Milk Produced During The First Few Days Is Called Colostrum. Colostrum Provides Passive Immunity To The Baby Because It Contains Proteins And Antibodies. The Importance Of This Can Be Emphasized Considering That At Birth The Baby's Immune System Is Not Fully Developed. Hence It Is Essential That The Mother Is Made Aware About The Benefits Of Breastfeeding Within The First Few Hours After Delivery, Especially If She Was Previously Not Made Aware During Her Antenatal Visits. And This Responsibility Falls On The Healthcare Provider.

The Baby Friendly Initiative Includes Breastfeeding Initiation Within One Hour Of Birth, Exclusive Breastfeeding While In Hospital, Rooming In, Breastfeeding On Demand, Discouraging Pacifier Use, Information On Breastfeeding (Management And Benefits), And

Pre-Lacteal Feed {11}. Within The First Hour Of Birth, Breastfeeding Also Provides Skin To Skin Contact Between Mother And The Baby. Skin To Skin Contact Between The Mother And Her Infant Reduced Babies Stress Hormone Levels (Cortisol And Increase Level Of Cuddle Hormone-Oxytocin), Helps Baby Sleep, Promotes Bonding With Mother, And Helps Milk Production.

Pre Lacteal Feed Is Food Given To A Newborn Before Breastfeeding Is Established. It Includes Honey, Ghee (Clarified Butter) And Ghutti (Herbal Paste). Pre Lacteal Feed Holds Cultural Value In The Various Communities. Medically It Has No Significance. Rooming In Means Keeping Baby With The Mother During The First 24 Hours Of Life And This Facility Should Be Provided By All Baby-Friendly Hospitals. Parents Feel Psychologically Secure; As They Do Not Have The Fear Of Their Baby Being Switched With Another. Also It's More Favorable If The Baby Sleeps With The Mother On The Same Bed.

The Medical Staff Should Demonstrate The Right Way To Breastfeed With A Screen Put Up. The Adequate Frequency Of Breastfeeding Per Day Is 8-9 Times For A Newborn. First Time Mothers Should Especially Be Made Aware About This. The Doctors Shouldn't Prescribe Formula Milk For A Newborn Under Normal Circumstances. Keeping This In Regard, Formula Milk Promotions Should Be Prohibited In The Hospital Premise {12}. The Rationale Of This Study Is To Explore The Hospital Practices For Successful Breastfeeding As Experienced By Mothers Visiting The Tertiary Care Hospital.

MATERIAL AND METHODS

A Descriptive Cross Sectional Study Was Conducted In Obstetrics Department Of Jinnah Hospital Lahore, Ganga Ram Hospital Lahore And Mayo Hospital Lahore Over A Period Of Two Months From April To June 2016. A Sample Size Of 278 Was Calculated Using Who Sample Size Calculator With Anticipated Population Of Proportion. Sampling Technique Used Was Non-Probability Convenient Sampling.

Post-Delivery Clients Aged 15-40 Years, Having Given Birth Within First 24 Hours Were Selected

Using Non Probability Sampling. Mothers Who Underwent Postpartum Complications, Landed In Emergency, Didn't Consent Were Excluded From The Study. Mothers Who Had Babies With Congenital Anomalies Were Also Excluded. Infants Requiring Admission In The Pediatric Department Were Also Not Included In The Study. Successful Baby Friendly Practices Entails Education Of Mother During Pregnancy, Explaining Breastfeeding Practices To Mothers, Rooming In, Restricting Supplements And Use Of Pacifiers.

A Questionnaire Was Constructed And Was Filled Out After Taking Informed Consent From The Mothers. First Part Of Questionnaire Contained Demographic Profile (Including Mother's Name, Age, Parity, And Address), Hospital Name, Mode Of Delivery, Date Of Delivery. Second Part Of Questionnaire Included Questions Regarding General Awareness About Breastfeeding And The Baby Friendly Practices Being Carried Out In The Respective Hospitals. Data Was Analyzed On Spss Version 21. Data On Baby Friendly Practices Was Presented As Frequency And Percentage Of Each Practice Experienced By The Women.

RESULTS

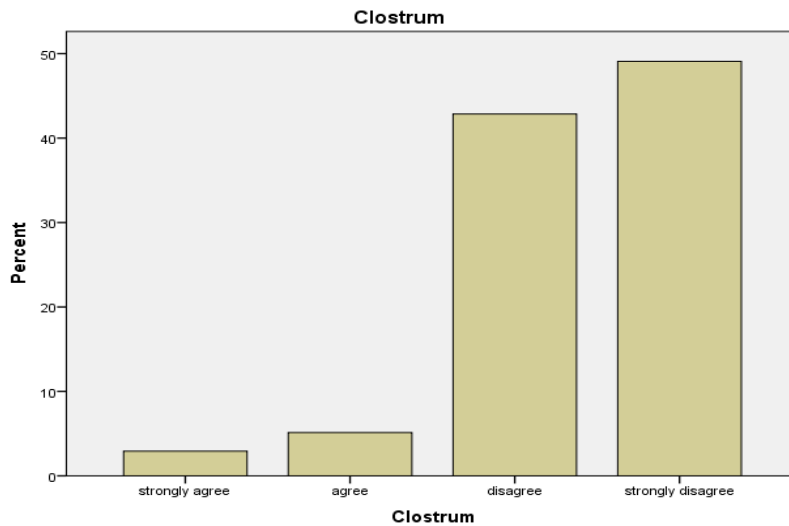


Figure 1.1

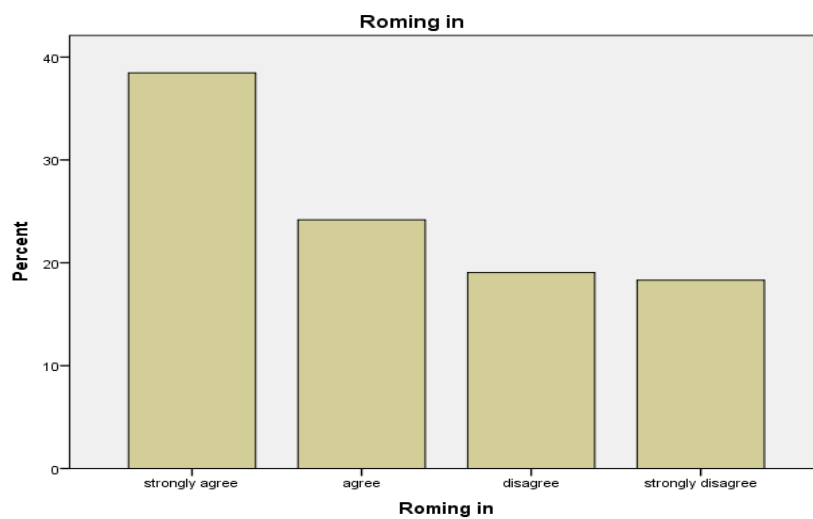


Figure 1.2

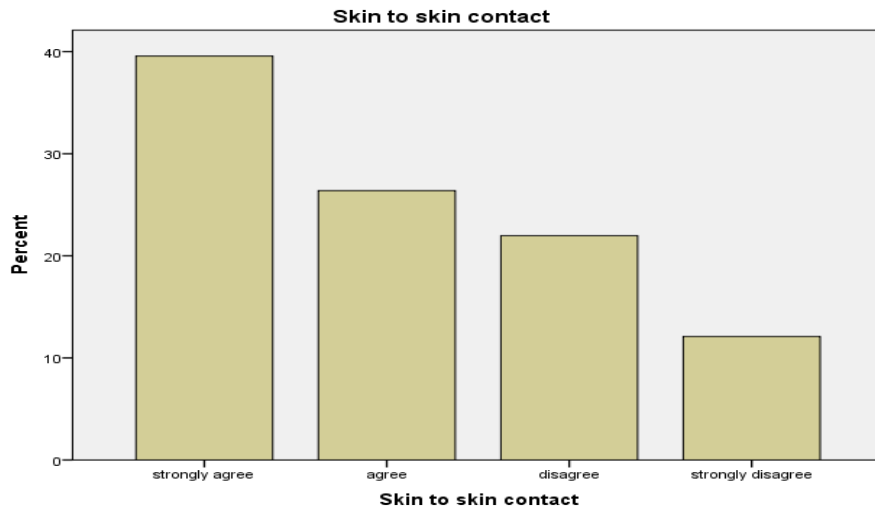


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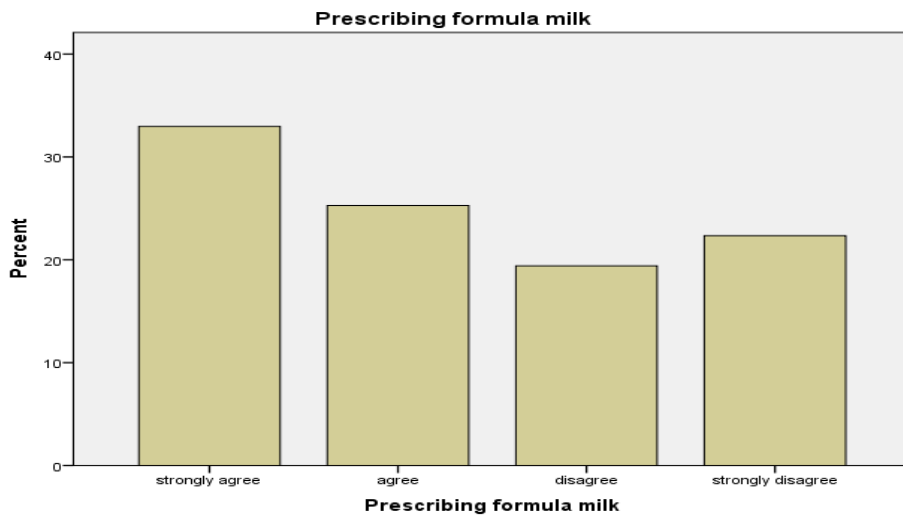


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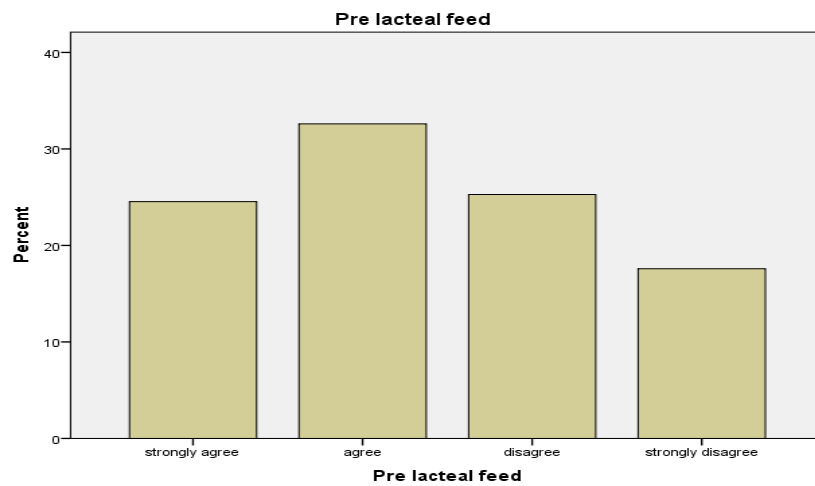


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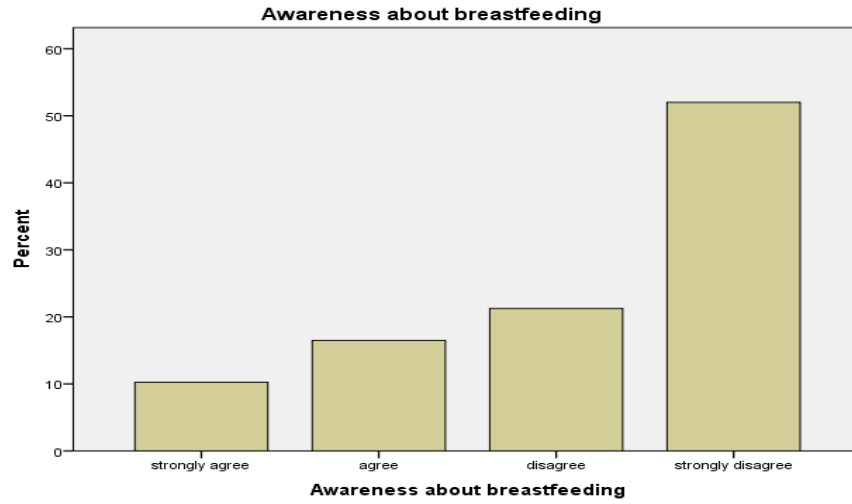


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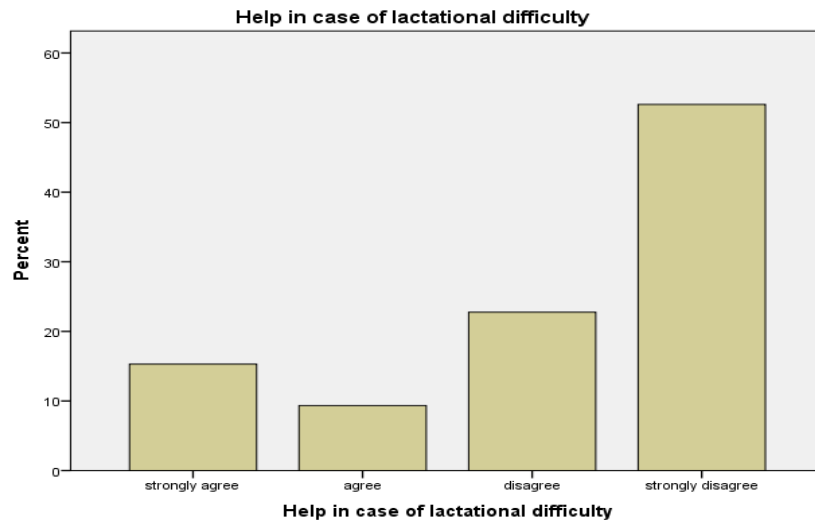


Figure 1.7

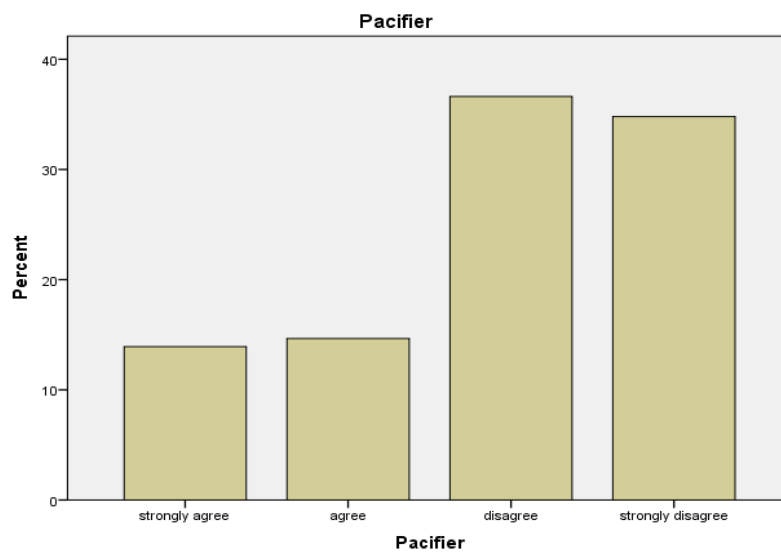


Figure 1.8

Mode Of Delivery * Skin To Skin Contact Cross Tabulation						
		Skin To Skin Contact				Total
		Strongly Agree	Agree	Disagree	Strongly Disagree	
Mode Of Delivery	Per Vaginal	62	52	34	9	157
	Cesarean	24	20	46	26	116
Total		86	72	80	35	273

Table 1.9

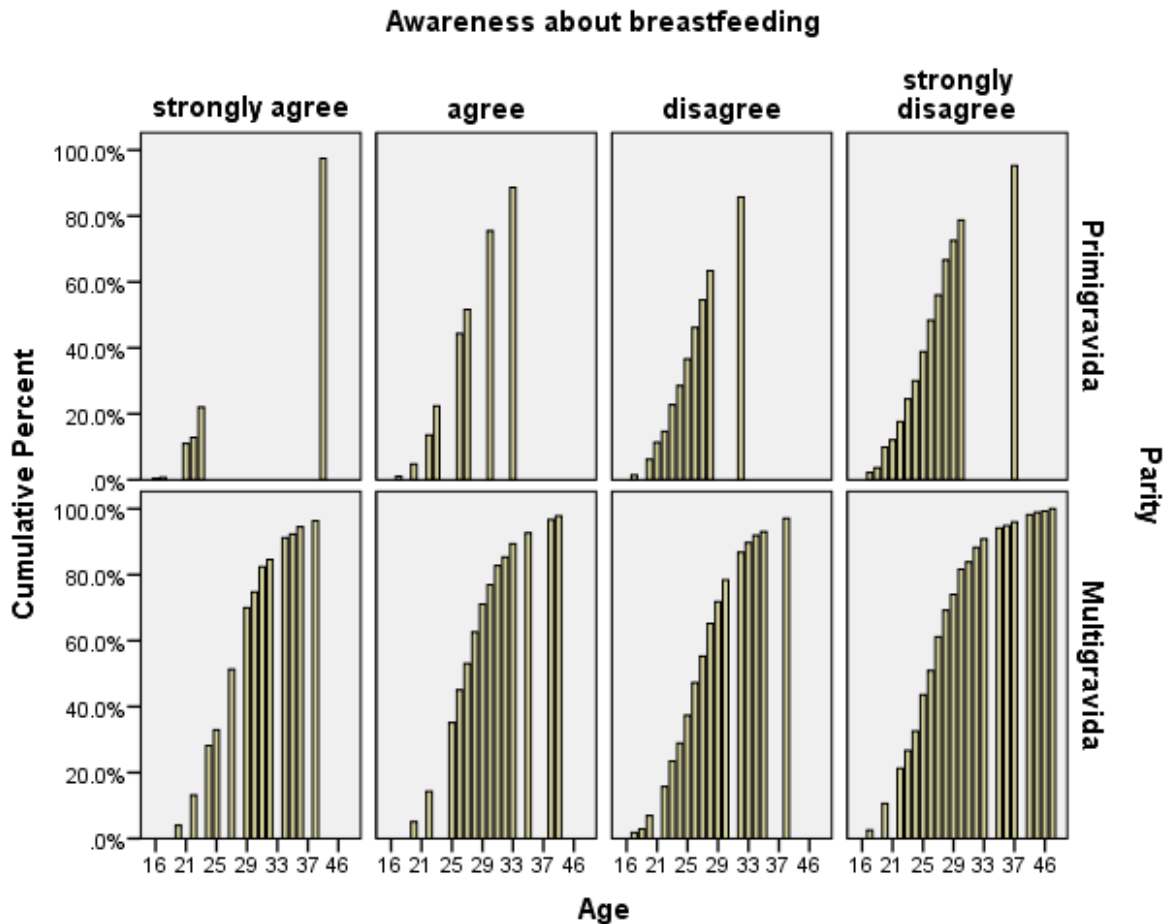


Figure 2.0

In Our Evaluation, 3% Mothers Strongly Agreed 5% Mothers Agreed With The Fact That They Were Educated About The Importance Of The Colostrum During The First Few Hours By Their Doctor (Figure 1.1).38% Mothers Strongly Agreed And 24% Agreed That Rooming In Was Provided By The Hospital Faculty (Figure1. 2).38% Mothers Strongly Agreed And 26% Agreed That They Had Been Allowed To Hold Their Babies Within An Hour After Delivery (Figure 1.3).33% % Mothers Strongly Agreed And 25% Agreed With The Fact That Formula

Milk Had Been Prescribed For Their Infant (Figure1. 4). 24% Strongly Agreed And 33% Mothers Agreed That They Had Been Permitted By The Hospital Staff To Give Pre Lacteal Feed To Their Child (Figure1. 5).10% Mothers Strongly Agreed And 15% Agreed That The Healthcare Provider Made Them Aware About The Benefits Of Breastfeeding (Figure 1.6)14% Mothers Strongly Agreed And 9% Agreed That They Knew Where To Seek Help In Case Of Difficulty While Lactating (Figure1. 7).4% Mothers Strongly Agreed And 2% Agreed That

Feeding Bottles Had Not Been Allowed In The Hospital (Figure 1. 8). 14% Mothers Strongly Agreed And 15% Agreed That Pacifier Use Had Been Discouraged By The Hospital Faculty (Figure 1. 9). Figure 1.9 Shows That Mothers Who

Delivered Their Babies Per Vaginal Had Earlier Skin To Skin Contact With Their Babies. Figure 2.0 Suggests That Awareness About Benefits Of Breastfeeding Was More In Multigravida As Compare To Prim Gravida.

Table 2.1

	Steps Towards Baby Friendly Practices	Observation (%)
1	Awareness About Breast Feeding Practices Provided By Health Care Provider	73(26.7%)
2	Skin To Skin Contact Between Mother And Baby Within An Hour After Delivery	180(65.9%)
3	Pre Lacteal Feed Allowed By The Hospital Staff	156(57.14%)
4	Rooming In Provided By The Hospital Staff	171(62.6%)
5	Pacifiers Use Discouraged By The Hospital Staff	78(28.57%)
6	Formula Milk Prescribed By The Doctor	159(58.24%)
7	Feeding Bottles Not Allowed In The Hospital	27(9.89%)
8	Breastfeeding Method Demonstrated By The Nursing Staff	17(6.22%)
9	Information About Where To Seek Help In Case Of Difficulty While Lactating	66(24.18%)
10	Knowledge About Breastfeeding Support Groups	10(3.66%)

In Our Study Only 26.7% Mothers Were Told About The Benefits Of Breastfeeding By A Health Care Provider. 65.9% Mothers Had Skin To Skin Contact With Their Baby Within An Hour After Delivery. 57.14% Mothers Agreed To The Fact That Hospital Staff Allowed Them To Give Pre Lacteal Feed To Their Babies. 28.57% Mothers Told Us That The Use Of Pacifier Was Discouraged By The Hospital Staff While 71.4% Disagreed With That. 58.24% Had Started Formula Milk Only 6.22% Mothers Were Given Demonstration About Method To Breastfeed. 3.66% Mothers Knew About Breastfeeding Support Groups. (Fig 2.1)

Frequency Tables					
	Awareness About Breastfeeding	Colostrum	Breastfeeding Support Groups	Skin To Skin Contact	Rooming In
N	273	273	273	273	273
Mean	3.15	3.38	3.65	2.07	2.17
Median	4.00	3.00	4.00	2.00	2.00
Mode	4	4	4	1	1
Std. Deviation	1.038	1.718	1.601	0.048	0.133

Table 2.2

	Pre Lacteal Feed	Pacifier	Prescribing Formula Milk	Method To Breastfeed	Feeding Bottles
N	273	273	273	273	273
Mean	2.36	2.92	2.31	3.66	3.46
Median	2.00	3.00	2.00	4.00	4.00
Mode	2	3	1	4	4
Std. Deviation	1.038	1.024	1.151	0.684	0.826

Table 2.3

DISCUSSION

The Results Presented Here Shows That Baby Friendly Practices Are Not Followed Adequately In Baby Friendly Hospitals Of Lahore. The Health Care Provider Doesn't Educate Moms About The Benefits Of Breastfeeding Which Is Extremely Important Only 26.7% Mothers Knew About The

Importance Of Breastfeeding. Skin To Skin Contact During First Hour After Delivery Is Important For The Emotional Attachment Of Mother And Child .65.9% Hold Their Babies An Hour After Delivery And Among Them Most Of Them Were Those Females Who Delivered Per Vaginal. Those Mothers Who Delivered By A

Caesarian Section Were Unable To Hold Their Babies Within An Hour After Delivery. The Hospital Staff Allowed Mothers To Give Pre Lacteal Feed To Their Babies. Rooming In Is Provided By Hospital Faculty In 62.6% Of The Cases. The Use Of Pacifier Was Not Discouraged By The Hospital Staff And Most Of Mothers. Breastfeeding Is Important For The Nourishment Of Child It Provides Immunity To The Infant, Exclusive Breastfeeding Is Necessary During First 6 Months Of Life. But Our Results Showed That Formula Milk Was Prescribed By The Doctors In Baby Friendly Hospitals Without Any Obvious Reason. Feeding Bottles Were Given To Infants During First 12 Hours Of The Life And The Hospital Staff Allowed The Parents To Give Feeding Bottle's To Their Child's. Most Of The Mothers Had No Idea About Breastfeeding Support Groups And No Proper Demonstration Was Given To Mothers That In Which Positions They Should Breastfeed.

The Role Of Health Care Provider Cannot Be Overlooked In Creating Awareness And Educating Mothers About The Importance Of Breastfeeding. In Our Study, Only 26.7% Mothers Were Aware About The Benefits Of Breastfeeding, In A Tertiary Hospital In Karachi, 63.77% Mothers Were Not Counseled For Benefits Of Breastfeeding During Their Antenatal Visits {13}. A Local Study In Rural Gujrat Reported That 81.03% Mothers Were Advised By Doctors For Breastfeed {14}. According To A Qualitative Study In India, Mother Described Her Bad Experience During Hospital Stay That Nurse Did Not Advise Her Anything About Breastfeed, Rather She Was Taught To Give Ghutti {15}. Ghutti Is Something Other Than Mothers' Milk Like Honey Etc.

Rooming Was Practiced By 62.6% Of The Mothers. This Practice Is Lower As Compared To A Study Which Took Place In Karachi Where Rooming In Was Practiced By 94.6% Of The Mothers {16}. In Our Study Only 3.66% Mothers Knew About Breastfeeding Support Groups. There Are Adequate Breastfeeding Support Groups In The Hospitals Of The United States To

Help And Guide Breastfeeding Mothers At Hospital Discharge (26.8%) {17}.

CONCLUSION

Baby Friendly Practices Are Followed To A Small Extend Among Mothers In Baby Friendly Hospitals

The Limitations To Our Study Were That In Order To Access Baby Friendly Practices In Baby Friendly Hospital We Should Take Perspective Of Health Care Staff Along With The Clients.

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