Hey Baby!

Breastfeeding and Skin to Skin.....It’s What’s In!

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Background:
Sarasota Memorial Hospital is an 829 bed, Magnet designated regional medical center on the West coast of Florida that delivers over 3,600 babies per year. Magnet facilities practice transformational leadership and shared governance, which provides the platform for nursing excellence. The nursing culture at Sarasota Memorial Hospital, which supports ownership of nursing practice is reflected in this quality improvement project to improve skin to skin practices at delivery. Internationally and in the US, health care professionals recognize that evidence supports the implementation of the ten steps to successful breastfeeding as delineated by the Baby Friendly Hospital Initiative (BFHI).

Purpose:
The purpose of this project was to develop Step Four of the BFHI which focuses on helping mothers initiate breastfeeding within one hour of birth. The BFHI has identified that birth practices in hospitals create obstacles to newborn transition and breastfeeding initiation in both vaginal and surgical deliveries. Therefore, delivery teams need to adjust their work flow so that uninterrupted skin to skin contact between mother and baby becomes the first priority rather than the last.

Methods:
Through the Maternal-Child Health Nurse Leadership Academy (MCH) sponsored by Sigma Theta Tau International (STTI) and Johnson & Johnson®, the project leadership team devised a project plan. Top hospital executives endorsed formal entry into the BFHI as front line staff and leaders were already improving hospital delivery practices. Subcommittees were formed to address the different challenges presented in the two delivery environments. Workflow was re-designed using a rapid cycle improvement framework (PDSA) to promote uninterrupted skin to skin and delay routine procedures such as newborn weighing and prophylactic newborn medications to promote early breastfeeding. Improved electronic documentation was created with the clinical informatics team. Chart audits and analysis provided feedback with frontline clinicians.

Outcomes:
Over 12 months, both mother surveys and nurse documentation data was analyzed regularly. Mom surveys revealed some fluctuation in skin to skin practice (60% to 91%). Initial EHR documentation did not capture skin to skin practices. Adjustments were made to the EHR and communicated to the staff over a period of months before data reflected the improved practice (60% to 72% for vaginal deliveries and 0% to 88% for surgical deliveries).

With the completion of this project and Implementation of the other steps of the Baby Friendly Hospital Initiative (BFHI), a site visit in the fall of 2017 will occur in order to obtain the final goal of Baby Friendly Hospital status.

Beneficiaries
Health care professionals who benefited from this project are:

- 37 Obstetricians
- 50 Pediatricians
- 15 Anesthesia Providers
- 150 Nurses
- 2 Nurse Educators
- 1 Perinatal Safety Nurse
- 7 Nurse Leaders
- 12 MST’s/CST’s

Patients who have benefited from this project are:

- 3,600 newborns
- 300 adolescent females (<20 years)
- 3200 adult females (>20 years) approximately 70%

My Leadership Journey

Model the Way

- Worked with leadership team to establish goals to provide the platform of skin to skin at the bedside.

Inspire Shared Vision

- Identified state holders and explained benefits of skin to skin practices to team to involve all nurses.

Challenge the Process

- Nurses challenged clinical processes and work flow to improve new practices with skin to skin in the delivery room.

Enable Others to Act

- Implement new practices with skin to skin in the delivery room.

Encourage the Heart

- Shared folks Bergersen video describing benefits of skin to skin. Provided patient feedback with frontline clinicians.