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Nurses' perspectives on baby-friendly hospital initiatives

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Introduction: The breastfeeding-friendly policy promotes successful breastfeeding by encouraging postpartum rooming-in and other practices that have been shown to increase breastfeeding success. During this transition period, postpartum women typically follow the rooming-in and breastfeeding practices that are recommended by the hospital. Without suitable assistance, the physical and mental problems that often accompany childbirth may impact the postpartum health of the mother.

Purpose: This study compares the differences in the perspectives on the importance and the difficulties of implementing the 10 measures of baby-friendly hospital initiatives.

Methods: It is a descriptive and comparative study using convenience sampling from three certified hospitals with 150 postpartum women and 150 nurses in a teaching hospital in northern Taiwan.

Results: The most important three measures for postpartum women were providing hospital staff with educational training, providing postpartum women with the guidelines of breastfeeding and breastmilk secretion, and breastfeeding being based on the baby's needs. For nurses, the three most important measures were the same as the first two for postpartum women with the addition of staying in the room with babies. Both postpartum women and nurses consistently agreed that it is quite important for staff to be knowledgeable about the advantage of breastfeeding and provide further assistance in breastfeeding to women within eight hours of postpartum.

Conclusion: Both postpartum women and nurses think that the ten measures of baby-friendly hospital initiatives are important and feasible. This study can be used as an evidence-based reference for continuous improvement and promotion of postpartum care.

Biography

Pi-Chih Yang is currently pursuing Doctoral program in Nursing. Because of her keen interest in education, she also assists in nursing education, nurturing nursing students, and integrates nursing clinical practice experience with theories to enhance interest in nursing care for students and contribute more to the development of future nursing staff.

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