

Title: Using Skin-to-Skin Contact to Increase Exclusive Breastfeeding at Maternity & Children Hospital

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Introduction: Several studies showed that SSC (skin-to-skin contact) in the early postpartum period is an effective method to increase exclusive breastfeeding (BF) rate during the hospital stay and strengthen continuation of breastfeeding, which end with excellent outcomes.

Objective: The purpose of this study to determine if immediate skin-to-skin contact after full term normal vaginal birth had an impact on exclusive breastfeeding rates at time of discharge.

Method: Retrospective data analysis from medical records and BF committee records were reviewed. We implemented the WHO recommendations in a baby friendly hospital as listed step four from the ten steps to successful breastfeeding to practice SSC for healthy full term newborns delivered by normal vaginal delivery at a large health institution – Maternity and Children Hospital (MCH) in Dammam Saudi Arabia between 2014-2017 followed an education program on SSC after birth was given to the nurses and midwifes staff in the delivery ward. Education included definitions and benefits of skin-to-skin contact, its role in successful breastfeeding and practical session. SSC duration was between 30-40 min less than the recommended time by the WHO - 60 min due to some limitations.

Results: Through this study, after staff training the hospital's absolute improvement in SSC reached 36.75% which has an impact on absolute improvement in exclusive breastfeeding reached 100% and the first feed by 97.6% during the period between 2014-2017.

Conclusion: The improvement in exclusive breastfeeding following staff training on SSC practice after birth is comparable to other studies and even short time SSC can make a big difference in breastfeeding outcomes.

Key words: exclusive breastfeeding, skin-to-skin contact

Definition: Exclusive breastfeeding defined as no other liquid or solid fed to the infant except for medication.

Biography: Author

- EMAN is a family medicine specialist work in primary health care center in Dammam Work in Antenatal clinic in MCH-Dammam
- Head of health education unit for 2years.
- Head of Breastfeeding committee- MCH- Dammam since 1997 until now.
- Head of breastfeeding support administration in eastern province
- Had certificate in train the trainer course on breastfeeding counseling
- Trainer in several breastfeeding courses inside and outside the hospital
- External assessor for baby friendly health facilities
- Attend a training courses for preparation for international board of lactation exam(IBLCE)
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