

# Case study: Improving early breast-feeding – MFT Wythenshawe



## Programme aim:

- Contribute to the national ambition set out in [Better Births](#), to reduce the rates of maternal and neonatal deaths, stillbirths and brain injuries that occur during or soon after birth by 50% by 2025
- Contribute to the national ambition, set out in [Safer Maternity Care](#), to reduce the national rate of preterm births from 8% to 6% by 2025
- Improve the safety and outcomes of maternal and neonatal care by reducing unwarranted variation and provide a high-quality healthcare experience for all women, babies, and families across maternity and neonatal settings.

## What problem were you trying to solve?

- Improve awareness and implementation of early breast feeding after preterm births.
- Babies born below 34 weeks gestational age should receive their own mother's milk within 24 hours of birth.

## What did you do?

- Developed an action plan in co-ordination with the senior midwifery and neonatology team to involve support workers in initiating and supporting breast feeding or expressing breast milk just after delivery in postnatal women

## What did you continue to do?

- Impart staff education about benefits of EBM for the preterm neonate
- Parent education in the antepartum period about benefits of EBM and awareness of all the preterm optimisation interventions, especially in maternity specialist clinics caring for women at higher risk for preterm delivery
- Staff training sessions on breast pumps and promoting BFI skills around hand-expressing
- Provision for availability of breast pumps and colostrum packs at delivery
- Multidisciplinary working between maternity and neonatal staff

## How did it go?

- Staffing issues in midwifery for postnatal care – role of support workers
- Difficulty in engaging patients for early EBM – ongoing education and support
- Infant feeding team involved for special focus on preterm births
- Achieved significant improvement in numbers by the end of the year
- BF initiatives well-accepted upon appropriate counselling

## What did you learn?

- Importance of teamworking at challenging times
- Documentation of utmost importance to ensure data is appropriately captured for audit
- The importance of early communication with families who are due to deliver early
- Having the correct equipment at the right time is key
- Knowledge for parents is power and the language we use matters