

Enhancing Bonding of Mother and Infant

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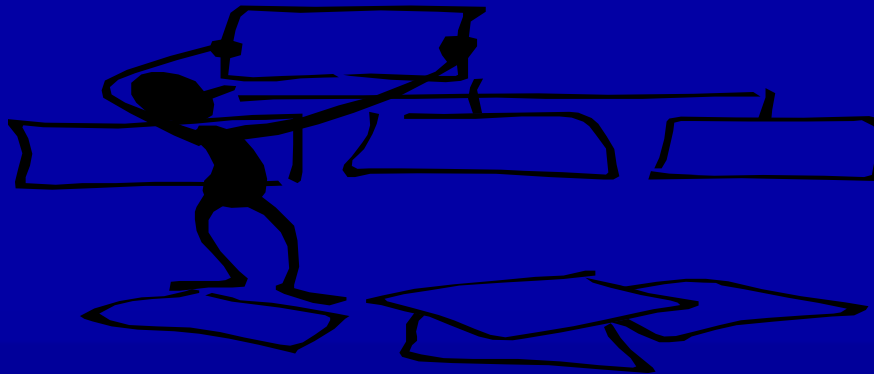


In the Beginning.....

- Why?

Improved patient care through the translation of evidence into practice

Evidence- based interventions may need to replace traditional care



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Desired Outcome

- Increase mother/baby attachment by continuous “rooming-in”
- Support mother’s confidence in caring for her baby

Culture of Change

- Translation
- Of
- Evidence
- Into
- Practice



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EVIDENCE

- 2005- Mothers may feel that bonding is not important to hospital staff who have negative attitudes towards rooming-in
- 2010- Rooming-in leads to better attachment between mother and infant, emotional stability, protection from infection, and increased breastfeeding rate
- 2007- Rooming-in is one of five hospital practices supportive of breastfeeding, that increased breastfeeding duration rates.

Baby- Friendly Hospital Initiative

- Aimed at improving the care of pregnant women, mothers and newborns at health facilities that provide maternity services , for protecting, promoting and supporting breastfeeding
- “Rooming-in” is one of its 10 principles

PICO Question

In newborns of first-time mothers (vaginal deliveries), does rooming-in (non-separation) with mother, compared to staying in the nursery, have a positive effect on mother/baby attachment, as evidenced by positive patient and staff perceptions and a decreased number of babies in the nursery?

TEAM

- Leadership
 - Senior Vice-President of Nursing
 - Administrator
 - Unit Director
- Staff RN “champion”
guided by unit’s nurse
educator



Barriers

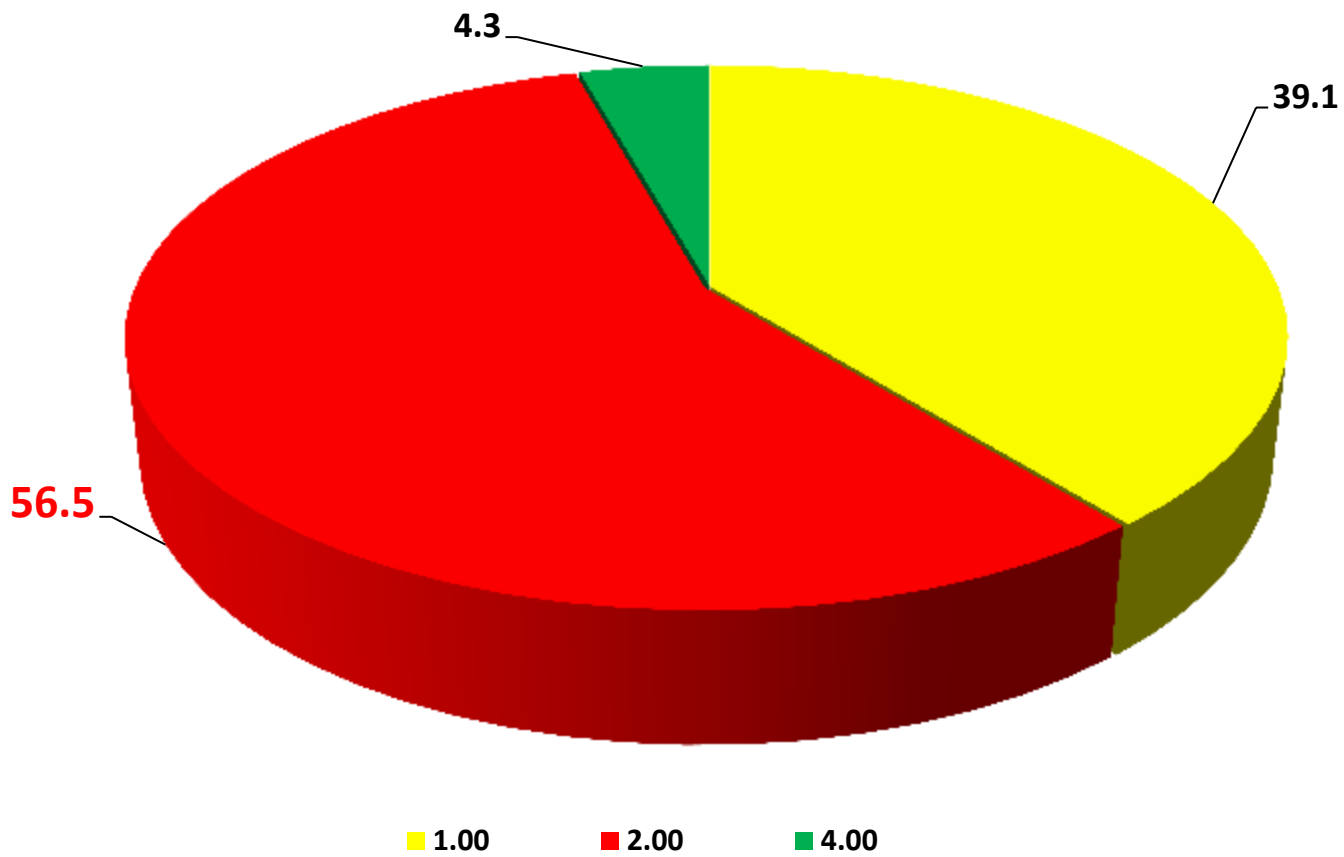
- Nurse Attitudes
- “Culture Change”
- Maternal perception of exhaustion
- Prenatal education
- Lack of physician input



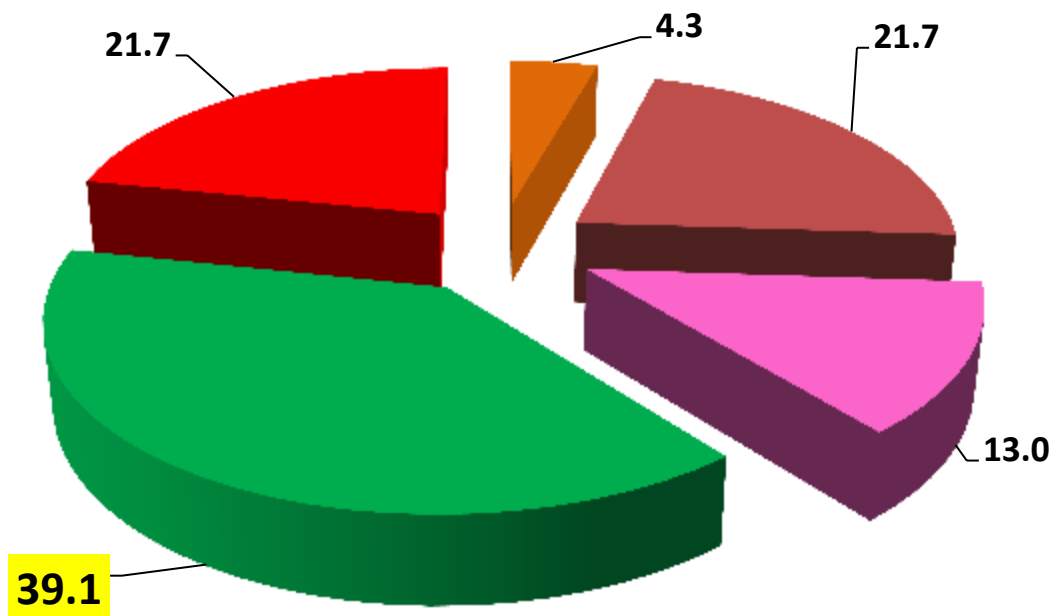
Strategies to Overcome Barriers

- Form group of “nurse champions” to promote rooming-in
- Education of staff and patients
- Prenatal reinforcement on the importance of non-separation

NUMBER OF INFANTS PER NURSE IN NURSERY FROM 2300-0700

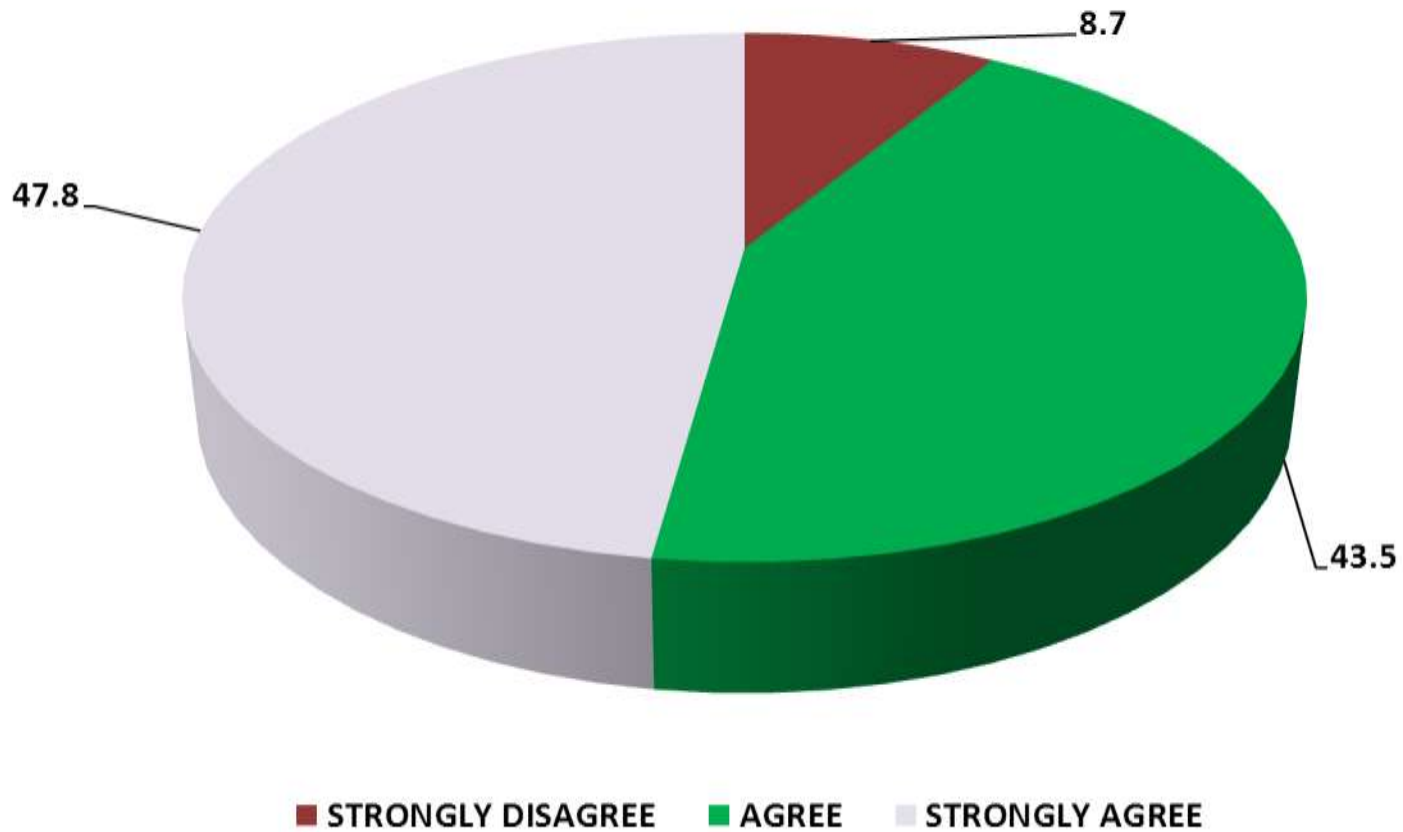


PERCEIVED CHANGE IN WORKLOAD



■ SIGNIFICANT DECREASE ■ MODERATE DECREASE ■ MINIMAL DECREASE ■ NO EFFECT ■ MODERATE INCREASE

PERCEPTION of VOLUME OF BABIES in NURSERY at NIGHT



REASONS (ranked)

	Mother "tired"	Mother Sick	Mother Overwhelmed	Staff Preference	Infant Care
1	78%	13%	8.7%		
2	4.5%	34.8%	30.4%	13%	
3	4.3%	34.8%	21.7%	30.4%	
4				4.3%	73.9%
5	13%	13%	21.7%	30.4%	4.3%

Where do we go from here?

- Prenatal Education
- Staff and Physician Education
- “Champions for the cause”





I Want
to Be

With my
Mom!

