# The Impact of the Gentle Transition Initiatives on Exclusive Breastfeeding Rates

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## Background

The gold standard recommended by the American Academy of Pediatrics for newborns during the first six months of life is exclusive breastfeeding.

The focus of the Women and Infants team:

- Foster approaches that support and encourage the initiation of breastfeeding immediately after birth and during the postpartum period
- Family centered care
- Provides a unique and memorable birth experience

The Gentle Transition initiative comprised of delayed bathing for newborns after birth and designated quiet times for the new family was implemented to optimize best practice for the mother and baby dyads.

Evidence shows that delaying the bath, allowing a mother and her healthy and full-term infant a period quiet time, and bonding within the first 24 hours of life helps the infant transition from fetal to extra uterine life with:

- More stable temperature
- Improved glucose control
- Enhanced early interaction between mother and child
- Improved breastfeeding rates

## Purpose

The purpose of this quality improvement project was to achieve the target measure of enhanced scores for exclusive breastfeeding.

## Implementation

- · Identified desired outcome
- Obtained support from leadership and administration that change is necessary
- · Stakeholders and champions were identified
- Research articles were shared with the stakeholders
- Timeline for both projects was established.
  Delayed bathing was initiated first followed by the quiet time project nine months later
- The theoretical frameworks used were the lowa Evidence Based Practice and Lewin's change models

#### Outcomes

- The staff has implemented cost-effective interventions, which gained optimal outcome
- Combined delayed bathing and quiet time quality initiatives were associated with increased in-hospital exclusive breastfeeding rates
- Ongoing journey is enhanced with additional education and enhanced practices

| Exclusive breast feeding rates: |                             |                             |
|---------------------------------|-----------------------------|-----------------------------|
| 2016 Q1                         | 2016 Q2                     | 2016 Q3                     |
| 46%                             | 56%                         | 58%                         |
| Core PC-5 Benchmark: 54.39%     | Core PC-5 Benchmark: 58.30% | Core PC-5 Benchmark: 58.30% |

#### Conclusions

The quarterly data of the exclusive breastfeeding rates pre-implementation was at 46%. Results post implementation demonstrated a significant increase of the quarterly data at 58%.

#### References

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