Baby Friendly L&D and PACU Outcomes

**Vision**
- Modify the rules and responsibilities of the labor and delivery nurses
- Allow delivery nurses to remain in the NICU with the baby until discharge
- Provide one on one care for the neonate and mother in one bed room and post operatively
- Establish skin to skin contact within one hour of birth
- Initiate breastfeeding within one hour of birth

**Process**
- Staffing strategy has been formalized consisting of L&D nurses, PACU team members, and auxiliary OR staff, lactation consultants, and the Director of Women’s and Children’s Services.
- Policies and procedures involving the recovery process after a CS delivery were unchanged.
- New education, including lecture, powerpoint presentation and additional CEUs, provided to formally direct labor and delivery nurses.
- Evidence based practices and research used was used to guide staff education and assist staff behaviors.
- Report Cards were published monthly to evaluate individual nursing success rates involving birth skin and initiation of breast feeding within one hour of birth.

**Success**
- Improved patients satisfaction
- Enhanced quality of care
- Encourage Lactation consulted to skin contact
- Promoted early breastfeeding
- Supported breastfeeding of the neonate
- Within 6 months, the data reflected a rise in the breastfeeding initiation rate within one hour of birth from 39.5% to 71.1%.
- Within 6 months, the data revealed an increase in skin to skin initiation within one hour of birth from 62.3% to 86.3%
- Within 6 months, the data confirmed 100% skin to skin initiation and breastfeeding within 3 hours of birth.

**Implication for Nursing Practice**
Implementing “Breastfeeding” in the NICU enhances overall postpartum operative care, fosters teamwork between nursing units, and supports Advocates’ commitment to positive perinatal outcomes.