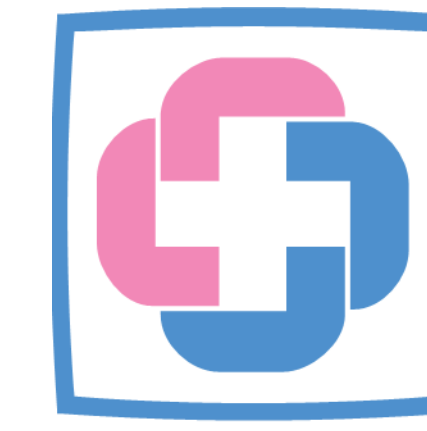




TO IMPROVE PATIENTS' ATTENDANCE FOR ANTENATAL BREASTFEEDING COUNSELLING (ABC) SESSION

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KK Women's and Children's Hospital
SingHealth

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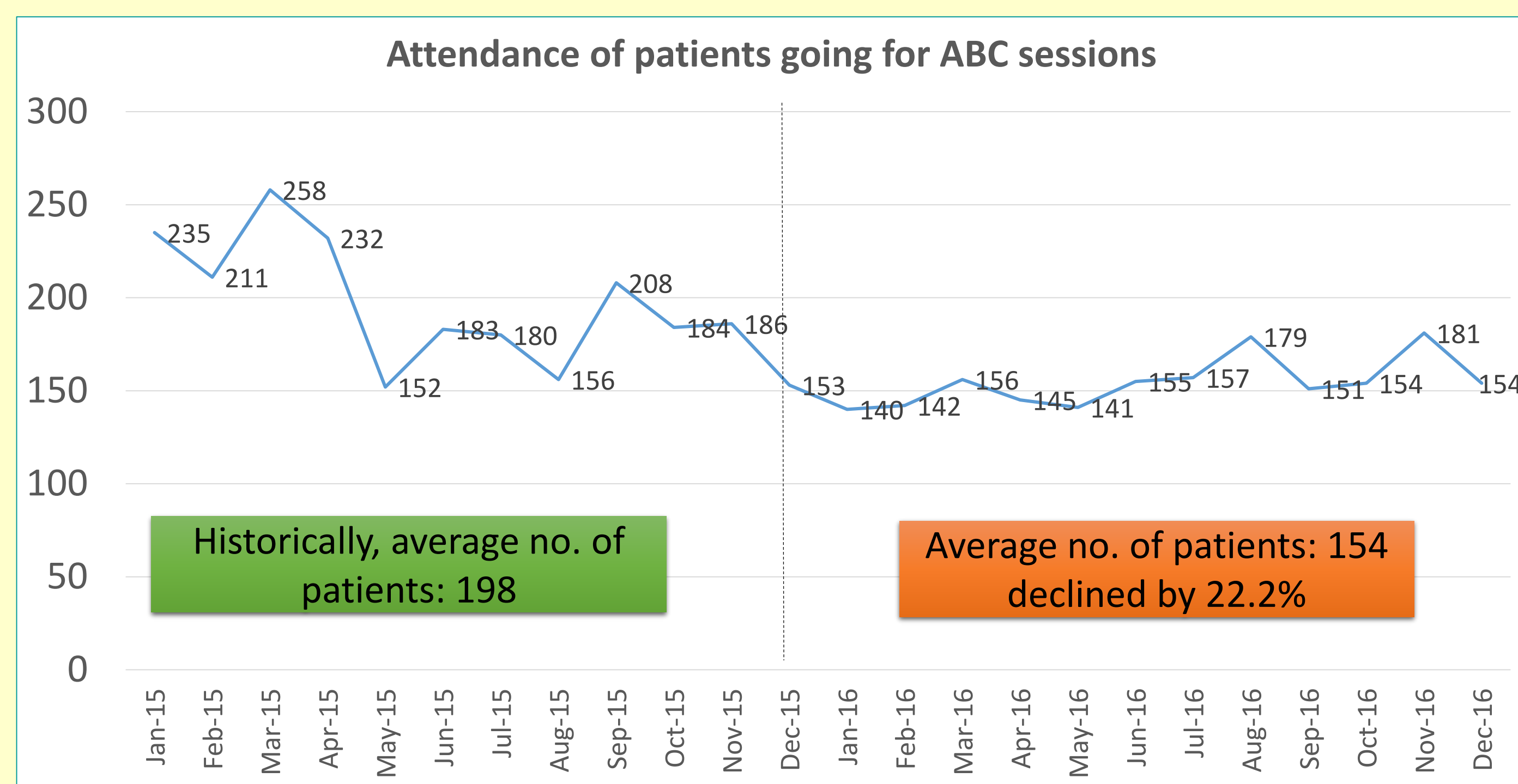
1. NC, 2. SSN and 3. SSN (Lactation Services), 4. Snr. Exec and 5. ADN (Div. of Nursing), 6. NM (Clinic A), 7. SMW and 8. EN (Ward 34), 9. SEN (Ward 32)

Background

All KKH Antenatal patients at gestational stage 28 weeks and above were offered to attend the free ABC session conducted by lactation service. These sessions were held at hourly intervals on weekdays, Monday to Friday starting on 9am to 4pm (last session). Appointments could be pre-arranged by the clinics; walk-ins were also allowed.

Problems

There was a decline in attendance since end 2015 to year 2016.



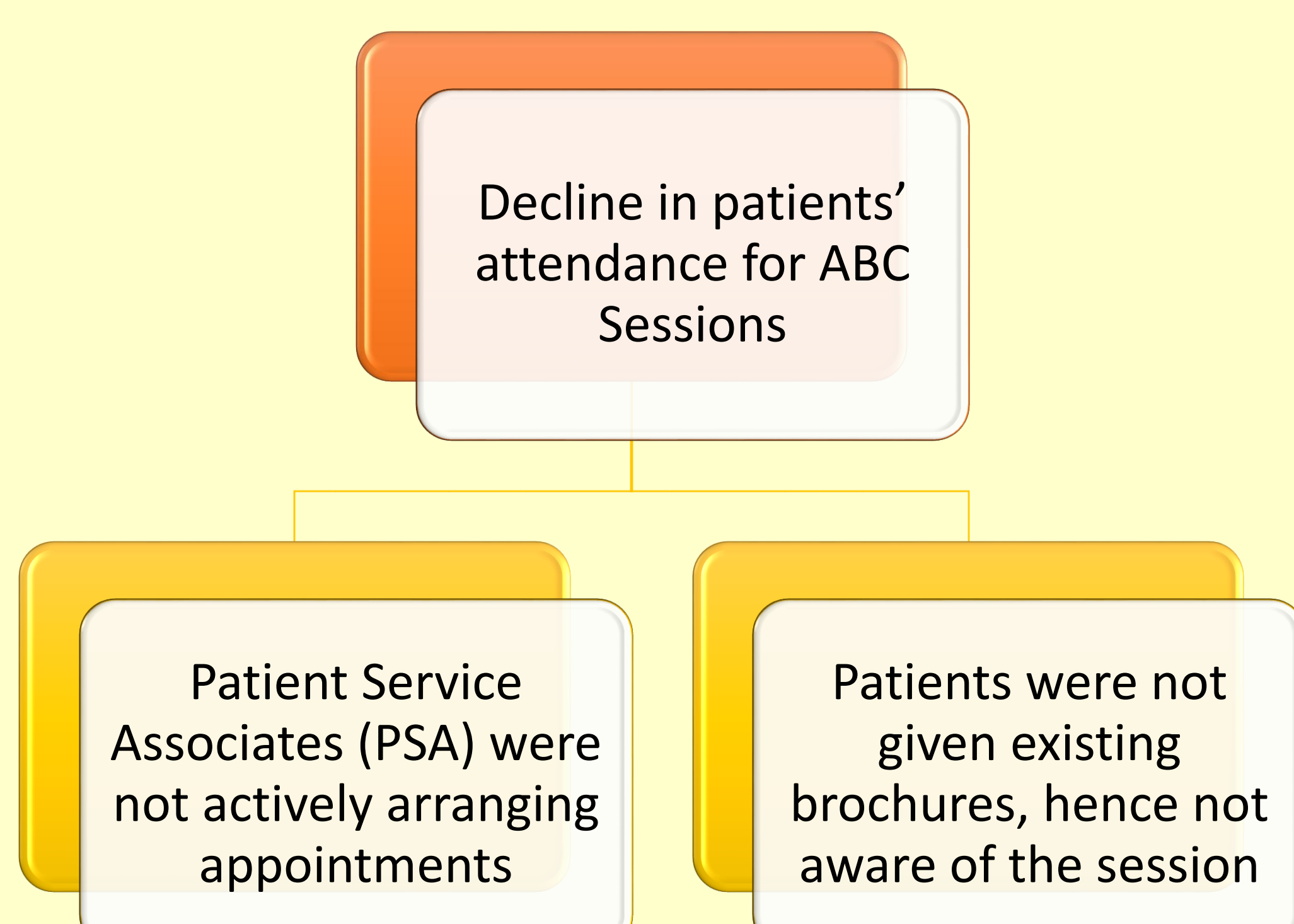
AIM

A team comprising of nurses from Lactation Service, Clinic and personnel from Nursing was formed:

- (i) To increase patients' attendance for ABC session.
- (ii) To change the mode of delivery of the session.

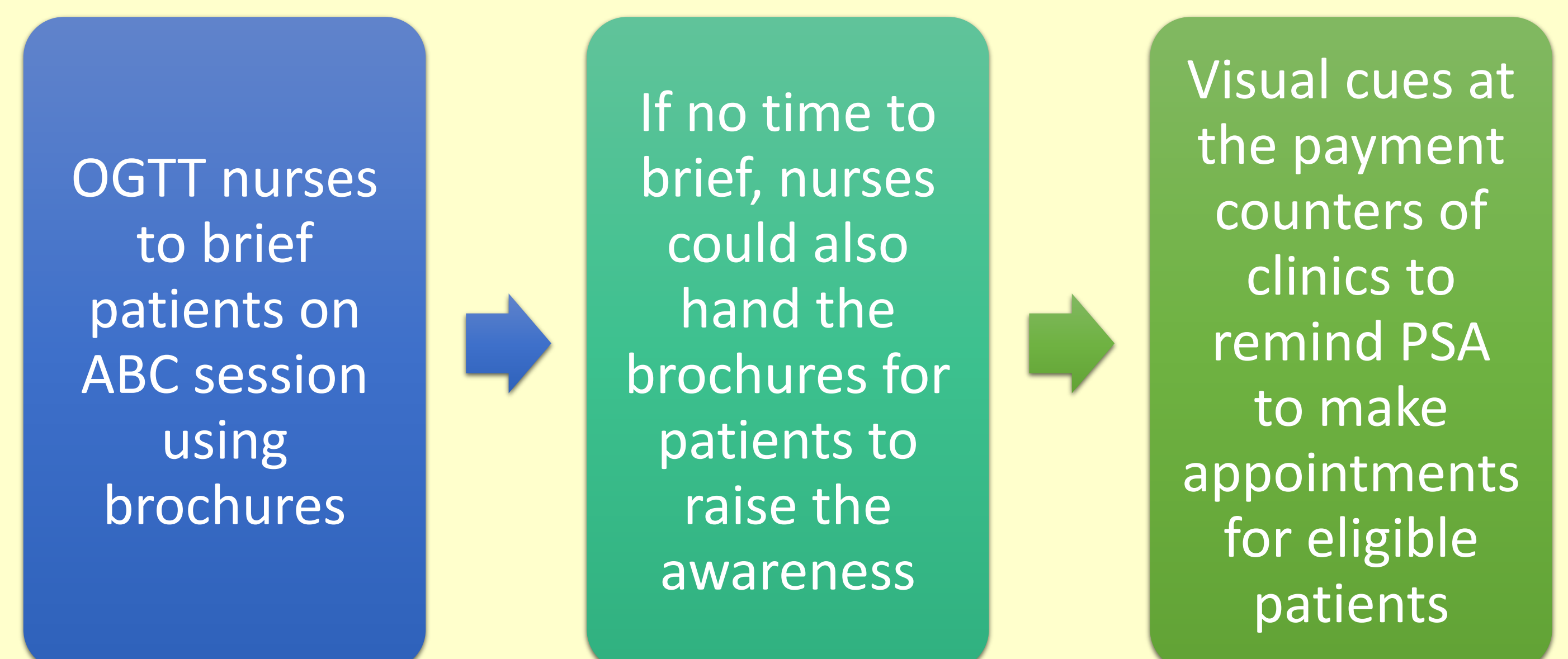
ROOT CAUSES

The team tried to understand by root causes by visiting the clinics, observing patient service associates (PSA) on how they work and identified the following:



Solutions

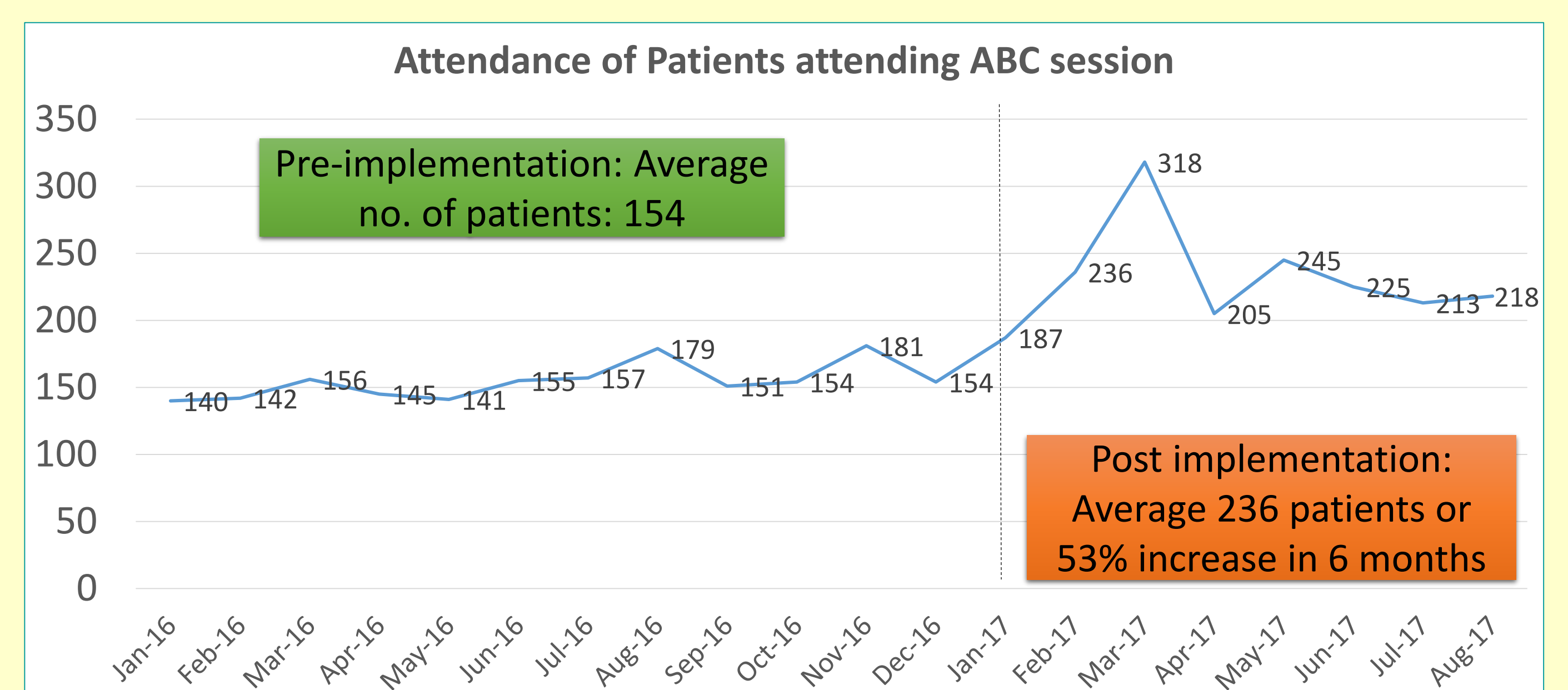
All antenatal patients had to go through oral glucose tolerance test (OGTT); the team tapped on nurses at the treatment rooms to brief patients on the ABC session using the brochures. Nurse Manager created notices at the payment counters at clinic to visually remind PSAs to make appointments for eligible patients.



Additionally, lactation service developed a video which covered information like latching techniques, breast massaging, storage of breast milk etc. Nurses previously used flip-charts to explain the needful. Information covered by the video was more comprehensive, consistent and visually enticing in comparison static flip-charts. The likelihood of knowledge retention by patients were higher.

Results and Conclusion

The new workflow was implemented in Dec 2016. The team saw great improvement of attendance by 53%, from an average of 154 patients to 236 patients within 6 months.



The team was encouraged that they could journey together with antenatal patients in providing the best for their new-borns through equipping them with breastfeeding knowledge. They would continue to monitor the sustainability of this new practice to benefit the majority.