Maternity Care Outcome Measurement

BFHI projects as example

-- Policy, Research, & Practice

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大綱

- 世界哺乳之趨勢
- 母嬰親善醫院之緣由
- 母嬰親善醫院的十大措施
- 有關國內我所參與母嬰親善醫院認證的相關研究

母乳哺餵的世界趨勢

- 1981年5月第34屆世界衛生大會制定國際母乳代用品銷售守則
- 1989年世界衛生組織及聯合國兒童基金會發表 “保護,促進和支持哺餵母乳的聯合聲明”提出嬰兒親善醫院10大措施
- 1990年7月全球高階層會議強調哺餵母乳是兒童的基本權力
- 1991年6月世界衛生組織及聯合國兒童基金會提出嬰兒親善醫院的方案

全球通過認證的愛嬰醫院逐年增加

- 世界第一所愛嬰醫院於1992年3月在菲律賓培拉醫院誕生。
- 1995　　4,300 家
- 1996　　8,000 家
- 1997　　13,000 家
- 2006　約 20,000 家

UNICEF/WHO Baby Friendly Hospital Initiative, Assessor Training 2005

愛嬰醫院(BFHI)的目標

執行

成功執行母乳哺育的十大措施

終止

醫療機構提供免費及低價的母乳代用品

我國母嬰親善醫療院所認證

- 以世界衛生組織及聯合國兒童基金會愛嬰醫院的標準爲基準
- 保有愛嬰醫院10大措施精神下，配合國內現況修訂認證基準
- 90年開始由婦產科醫學會承辦國內的認證工作
- 96年起由醫策會接手承辦
- 100年由婦產科醫學會接手承辦

母嬰親善醫療院所認證基準

- 以愛嬰醫院十大措施爲基礎
- 醫策會母嬰親善醫療院所專案小組委員會議
- 認證委員行前共識會議討論

我國母嬰親善醫療院所認證

10大措施

措施一：訂定明確的支持哺餵母乳政策

措施二：提供照護母嬰相關工作人員教育訓練

措施三：提供孕婦哺餵母乳之相關衛教與指導

措施四：幫助產婦產後儘早開始哺餵母乳

措施五：提供母親哺餵母乳及維持奶水分泌等相關指導及協助

我國母嬰親善醫療院所認證

10大措施

措施六：除有醫療上的需求之外，不得提供哺餵母乳的嬰兒母乳以外的食物或飲料給嬰兒

措施七：實施親子同室

措施八：鼓勵依嬰兒的需求哺餵母乳

措施九：不得提供嬰兒人工奶嘴餵食或安撫奶嘴

措施十：鼓勵院所內成立母乳哺餵支持團體，並建立轉介系統

In the beginning....

Research studies and the outcomes (1998-2011)

A. Research studies related to hospital breastfeeding policy

- **The Effectiveness of Baby-Friendly Hospital Initiative to Promote Breastfeeding (NSC, 1998-2001)**
- **Baby-Friendly Hospital Initiative Appraisal Plan in Taiwan (DOH, 2001-2011)**
- **Baby-Friendly Hospital Initiative Counselling Plan in Taiwan (DOH, 2006-2011)**
- **Breastfeeding educators training program (DOH, 2008-2011)**
- **The impact factors of implementation "Baby-Friendly Hospital" and its clinical applications (DOH, 2004)**
- **Breastfeeding Practice in Taiwan – Evaluation the non-Baby-Friendly Hospitals Intervention Strategies to Breastfeeding Practice** (DOH, 2009-2010)

B. Research studies related to breastfeeding policy in working place

- **The experiences of women who combined breastfeeding and working (NSC, 2003)**
- **Utilization Donabedian Model to evaluate the Quality of Breastfeeding Room (DOH, 2003)**
- **An Breastfeeding Educational Training Program in Workplace (DOH, 2004-2006)**

C. Research studies related to breastfeeding support in community (DOH, 2006 & 2011)

The Effectiveness of Baby-Friendly Hospital Initiative to Promote Breastfeeding

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National Taipei University of Nursing and Health Sciences
Taiwan, ROC

Project Funded by National Council of Science
NSC89-2320-B-227-004
NSC90-2320-B-227-001
NSC90-2314-B-227-002

Reasons of Practice of BFHI in Taiwan

1. Low breastfeeding rate.
2. The promotion of formula was strong.
3. The appeal of international breastfeeding movement and increase of breastfeeding rate.

Comparison of breastfeeding rate between Taiwan and Other Countries

Country	EBF (year)	MBF (year)
China	64% (1994)	98% (1994)
Sweden	61% (1993)	98% (1996)
United States	21% (1997)	59% (1996)
Poland	17% (1995)	62% (1996)
Taiwan	5% (1996)	36% (1996)
Thailand	4% (1996)	99% (1993)

Study Purposes

1. to assess the impact of changing hospital policies on the rate and duration of breastfeeding,
2. to assess the difference of subjects breastfeeding knowledge, attitude and problems between experiment and control groups.

Conceptual Framework

Breastfeeding impact factors
1. Personal factors
2. Hospital policies
3. Lack of support group
4. Baby's status
5. Insufficient knowledge

Subjects
1. Lack of motivation & inclination for BF
2. Negative BF knowledge and Attitude.
3. Shortening the BF period
4. Increasing BF disturbances

Hospital
1. Failure in raising BF rates

Ten Steps to Successful BF

Personally
1. Positive BF Attitude & Knowledge
2. Extension of BF period
3. Less BF disturbances

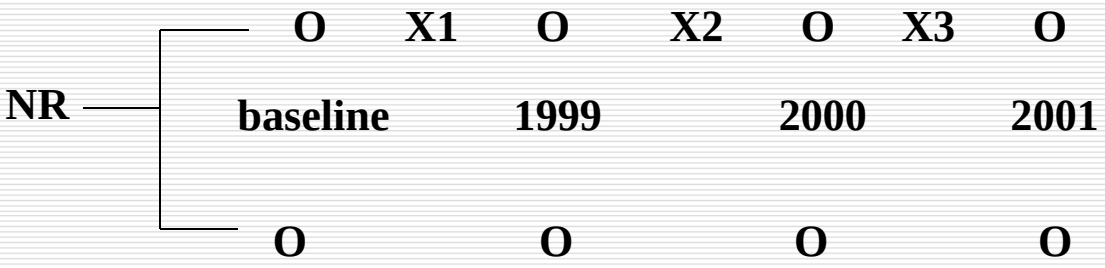
Hospital
1. The Raise of BF rate

Research Hypothesis

1. Subjects in BFHI hospitals have more positive attitude and knowledge to breastfeeding.
2. Subjects in BFHI hospitals face less breastfeeding problems.
3. BFHI hospitals have higher breastfeeding rate and longer continued breastfeeding period.
4. The trends of breastfeeding rate of the BFHI hospitals is increasing during 1999-2001.

Research Design

- Quasi-experimental design



Note: baseline data= breastfeeding rate during hospitalization in 1998

Study Samples

- Hospital
  Experimental Group – 7 hospitals
  Control Group – 5 hospitals
- Subjects – 3934 in total (E=2947; C=987)

1999 N = 909 (E=748; C=161)
2000 N = 1555 (E=1143; C=411)
2001 N = 1471 (E=1056; C=415)

Outcome Measures

Unit of analysis – 2 levels

- Subject Level
  - Breastfeeding Knowledge
  - Breastfeeding Attitude
  - Breastfeeding Disturbance
- Hospital Level
  - Breastfeeding rate (EBF, MBF, & TBF)
  - (hospitalization, PP 2wks, PP 1m, PP 2ms)

Table 1. reliability of research instruments (1999-2001)

Instrument \ Year	# of items	1999	2000	2001
Breastfeeding Knowledge Scale	32	.81	.80	.78
Breastfeeding Attitude Scale	20	.80	.80	.80
Breastfeeding Disturbance Scale	30	.85	.83	.84

Table 2. Comparisons of Demographic Data between Experimental and Control groups（1999-2001）（Ⅰ）

Year / Variable	1999 Exp.	1999 Control	1999 t	2000 Exp.	2000 Control	2000 t	2001 Exp.	2001 Control	2001 t
Age	30.72 (4.23)	30.01 (4.10)	1.9	30.70 (4.13)	30.47 (4.33)	.96	30.85 (4.29)	30.94 (4.29)	-.35
Maternal Leave (days)	48.63 (10.22)	49.11 (10.32)	-.44	49.46 (15.46)	70.95 (8.44)	-.76	50.62 (16.50)	49.06 (10.13)	1.43
Gestational Weeks	38.88 (1.64)	38.83 (1.85)	.33	38.80 (1.52)	38.82 (2.21)	-.23	38.75 (1.66)	38.89 (1.44)	-1.49
Birth Weight (gm)	3213.0 (440.7)	3195.4 (412.9)	.46	3218.8 (896.3)	3243.4 (457.7)	-.53	3168 (435.5)	3205.1 (415.3)	-1.47

Table 1
The differences in demography between the experimental and control groups (ratio variables)

Year	2000			2001			2002		
Variable	Experiment group ($n = 1314$) $\bar{X}$ SD	Control group ($n = 375$) $\bar{X}$ SD	t	Experiment group ($n = 1144$) $\bar{X}$ SD	Control group ($n = 568$) $\bar{X}$ SD	t	Experiment group ($n = 869$) $\bar{X}$ SD	Control group ($n = 311$) $\bar{X}$ SD	t
Age	30.88 (4.19)	29.92 (4.45)	1.92	30.89 (4.17)	30.51 (4.19)	1.74	30.96 (4.04)	30.92 (4.48)	0.14
Maternity leave (days)	48.93 (9.36)	49.23 (9.42)	−0.44	49.53 (9.38)	50.06 (9.26)	−0.85	49.22 (10.12)	48.49 (9.87)	0.87
Gestational weeks	38.83 (1.56)	38.94 (1.75)	0.33	38.74 (1.64)	38.82 (1.96)	−1.32	38.81 (1.51)	38.77 (1.47)	0.45
Baby's weight (g)	3225.07 (848.86)	3213.30 (409.31)	0.46	3184.38 (437.38)	3214.13 (438.72)	−0.53	3177.15 (411.80)	3208.63 (441.70)	−1.13

Table 2
The differences in the demography and breastfeeding-related data between the experimental and control groups (Nominal/Ordinal levels)

Year	2000			2001			2002		
Variable	Experiment group	Control group	χ^2	Experiment group	Control group	χ^2	Experiment group	Control group	χ^2
Education									
Under junior college	422	126	1.11	303	168	2.63	299	97	1.07
Over junior college	767	200		722	331		477	180	
Occupation									
None	401	116	3.86	346	166	0.54	263	89	6.60
Constant day shift	695	184		592	302		439	173	
Constant night shift	12	8		14	6		13	1	
Rotation	54	15		45	20		44	10	
Parities									
Primiparous	648	197	3.79	569	274	0.15	446	164	0.36
Multi-parous	543	129		456	229		329	111	
Gestational age (weeks)									
Full term	1001	281	0.98	856	428	0.70	658	230	0.47
Premature	191	45		170	75		118	47	
Delivery method									
Vaginal	804	233	1.91	725	347	0.45	537	201	1.11
Cesarean	388	93		301	156		239	76	
Parental leave									
Yes	130	30	5.29	115	46	2.78	130	35	5.24
No	632	172		527	282		362	149	
Milk-expressing time									
Yes	197	43	1.60	139	60	1.35	163	47	4.51
No	571	157		505	270		333	139	
Time to decide feeding style									
Before pregnancy	645	176	3.94	571	277	0.07	443	144	1.89
During pregnancy	201	42		181	89		129	53	
After delivery	338	105		261	131		200	76	

Table 3
The differences in breastfeeding knowledge and attitude between the experimental and control groups

Year	2000			2001			2002		
Variables	Experimental ($n = 1339$) $\bar{X} \pm SD$	Control ($n = 380$) $\bar{X} \pm SD$	t	Experimental ($n = 1144$) $\bar{X} \pm SD$	Control ($n = 568$) $\bar{X} \pm SD$	t	Experimental ($n = 869$) $\bar{X} \pm SD$	Control ($n = 313$) $\bar{X} \pm SD$	t
Breastfeeding knowledge	22.15 ± 4.74	19.59 ± 5.08	9.14^{**}	23.05 ± 4.39	21.03 ± 4.85	8.64^{**}	24.09 ± 4.05	22.23 ± 4.38	6.79^{**}
Breastfeeding attitude	72.57 ± 8.90	70.38 ± 8.06	4.06^{**}	72.99 ± 8.77	71.22 ± 8.63	3.90^{**}	73.94 ± 8.94	72.68 ± 8.45	2.09^{*}

Note: $^{**}p < 0.001$; $^{*}p < 0.05$.

Table 4
The differences in the weighted breastfeeding rates between the experimental and control groups during hospitalization and at 2 weeks, 1 and 2 months postpartum

	1999[a] Experimental ($n = 1082$) $\bar{X} \pm SD$	Control ($n = 541$) $\bar{X} \pm SD$	2000 Experimental ($n = 1339$) $\bar{X} \pm SD$	Control ($n = 380$) $\bar{X} \pm SD$	2001 Experimental ($n = 1144$) $\bar{X} \pm SD$	Control ($n = 568$) $\bar{X} \pm SD$	2002 Experimental ($n = 869$) $\bar{X} \pm SD$	Control ($n = 313$) $\bar{X} \pm SD$	F Between[b] (Within)
(A) Hospitalization									
EBFR	0.30±0.24	0.24±0.006	0.34±0.24	0.22±0.007	0.46±0.21	0.23±0.05	0.50±0.16	0.23±0.25	236.25* (716.51*)
MBFR	0.60±0.25	0.82±0.07	0.58±0.26	0.81±0.07	0.47±0.24	0.90±0.03	0.44±0.19	0.84±0.24	165.22* (403.15*)
TBFR	0.92±0.03	0.82±0.08	0.94±0.03	0.82±0.07	0.95±0.03	0.94±0.04	0.95±0.04	0.95±0.02	289.72* (681.89*)
(B) Two weeks postpartum									
EBFR	0.19±0.07	0.06±0.02	0.18±0.04	0.08±0.02	0.22±0.04	0.06±0.001	0.26±0.04	0.05±0.03	1936.68* (80.56*)
MBFR	0.27±0.07	0.33±0.07	0.26±0.04	0.34±0.03	0.25±0.04	0.35±0.07	0.24±0.03	0.39±0.06	1030.39*** (12.57*)
TBFR	0.46±0.04	0.39±0.05	0.45±0.01	0.42±0.01	0.47±0.01	0.41±0.07	0.51±0.03	0.44±0.03	920.73* (296.60*)
(C) One month postpartum									
EBFR	0.16±0.04	0.06±0.02	0.15±0.03	0.08±0.02	0.18±0.03	0.06±001	0.23±0.05	0.03±0.02	1744.93* (43.10*)
MBFR	0.21±0.06	0.25±0.07	0.20±0.03	0.23±0.03	0.19±0.03	0.24±0.05	0.21±0.03	0.30±0.03	732.29* (70.24*)
TBFR	0.36±0.05	0.30±0.05	0.35±0.01	0.30±0.01	0.38±0.02	0.30±0.05	0.44±0.05	0.34±0.02	1174.80* (206.45*)
(D) Two-month postpartum									
EBFR	0.09±0.03	0.03±0.02	0.06±0.02	0.05±0.02	0.08±0.03	0.03±0.004	0.12±0.04	0	1046.32* (5.88*)
MBFR	0.11±0.03	0.11±0.04	0.05±0.02	0.02±0.007	0.08±0.02	0.06±0.02	0.09±0.02	0.13±0.02	0.04 (48.38*)
TBFR	0.19±0.03	0.14±0.02	0.11±0.03	0.07±0.02	0.16±0.05	0.08±0.02	0.21±0.05	0.13±0.02	423.23* (60.15*)

Table 5

Relationships among Breastfeeding attitude, breastfeeding knowledge, breastfeeding initiation, and breastfeeding duration

Variables	BF knowledge	BF attitude	BF initiation	BF duration
BF knowledge	—	0.28$^{\$}$	0.23$^{\$}$	0.17$^{\$}$
BF attitude		—	0.23$^{\$}$	0.16$^{\$}$
BF initiation			—	0.28$^{\$}$
BF duration				—

Note: BF = breastfeeding; $^{\$}p < 0.001$.

Discussion

- The change of hospital policies has a positive impact on BF knowledge and attitude.
- The change of hospital policies has a positive impact on BF rate.
- The change of hospital policies has a positive impact on BF durations.

Limitations

- The standards of BFHI policies have been modified due to cultural issues.
- Subjects follow up issues
- Mortality issue – hospital loss
- Maturation issue

ISSUES

- Process measure or outcome measure
- Outcome indicators?
  (rate? Knowledge? Performance?)
- Who is going to evaluate?
- When? (point? Period? All the time?)

長庚護理　第十二卷　第一期　　中華民國九十年三月

台灣地區嬰兒親善醫院實施現況與未來展望

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ANALYSIS OF THE OUTCOMES AT BABY-FRIENDLY HOSPITALS: APPRAISAL IN TAIWAN

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護理雜誌 第四十八卷 第二期

「嬰兒親善醫院」政策之介紹

Introduction to the Baby-Friendly Hospital

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Evaluation of a lactation intervention program to encourage breastfeeding: a longitudinal study

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Common Problems of Clinical Performance Examination in Breastfeeding Instruction for Nursing Baccalaureate Students

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Chang Gung Med J Vol. 32 No. 4
July-August 2009

Supplementation with Cup-feeding as A Substitute for Bottle-feeding to Promote Breastfeeding

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Journal of Clinical Nursing

WOMEN'S HEALTH

Community-based epidemiological study on breastfeeding and associated factors with respect to postpartum periods in Taiwan

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Journal of Nursing Research ■ VOL. 18, NO. 1, MARCH 2010

Effects of *Gua-Sha* Therapy on Breast Engorgement: A Randomized Controlled Trial

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Su-Chen Kuo**** • Hui-Chuan Tu*****

Journal of Clinical Nursing

MIDWIFERY

Evaluating effects of a prenatal web-based breastfeeding education programme in Taiwan

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Journal of Nursing Research ■ VOL. 19, NO. 2, JUNE 2011

Factors Related to Milk Supply Perception in Women Who Underwent Cesarean Section

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Journal of Nursing Research ■ VOL. 17, NO. 3, SEPTEMBER 2009

Factors Related to Maternal Perception of Milk Supply While in the Hospital

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台灣職能治療研究與實務 2009 5(2)

職能治療人員的母乳哺餵態度及知識

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醫護科技期刊 11卷 3期

生產醫療措施與計畫剖腹生產產婦泌乳起始時間之相關研究

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護理雜誌　55卷1期・中華民國97年2月

運用刮痧協助產後脹奶婦女之照護經驗

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實證護理　4卷4期・中華民國97年12月

陰道生產之產婦首次泌乳時間及其相關因素

林素瑛　高美玲*　李佳琳**　李絳桃***

助產雜誌第五十一期　　中華民國九十八年十月

哺餵母乳、親子同室和感染控制

高美玲

Breastfeeding, Rooming-in and Infection Control

Meei-Ling Gau

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實證護理　3卷1期・中華民國96年3月

新生兒無效吸吮型態與負向吸吮行為之相關因素

黃雅儀　李絳桃*　高美玲**　黃久美***

助產雜誌第五十期　　中華民國九十七年十月

網路母乳哺餵教學對嬰兒吸吮行為之成效探討

黃美荏[1]　郭素珍[2]　高美玲[3]

Evaluating Effects of a Prenatal Web-based Breastfeeding Education Program on Infant Sucking Behavior

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護理雜誌　52卷3期・中華民國94年6月

營造職場友善的哺乳環境－－從醫院做起

高美玲　郭素珍*　吳祥鳳**

焦點話題 | Core Issue

營造友善的職場哺乳環境

國立台北護理學院　高美玲教授兼所長

【讀者來函】黃筑榆、鄭夙芬(2006)．降低嬰兒猝死症發生的危險－－執行安全睡眠措施．刊登於護理雜誌53卷4期11－16頁。

【Letter to the Editor】 Reducing the Risk of Sudden Infant Death Syndrome Through Safe Sleep Practices

陳昭惠　高美玲*

Our achievement

- Improving the breastfeeding rate (comparable to US, Japan)
- Creating friendly breastfeeding environment (hospitals, community, public, and workplace)

產婦於產後各期母乳哺育率與其它研究之比較

	住院期間(%)			產後一個月(%)			產後二個月(%)			產後四個月(%)			產後六個月(%)		
	EBF	MBF	formula	EBF	MBF	formula	EBF	MBF	formula	EBF	MBF	formula	EBF	MBF	formula
高(2010)	41.3	52.1	5.5	45.7	42.5	11.7	38.3	25.2	36.4	30.4	14.1	55.5	26.9	12.2	60.9
BFHI (2009)	47.3	51.3	3.2	46.8	41.0	12.2	37.8	36.8	25.4	無資料			無資料		
DOH (2010)	無資料			58.5	26.9	14.6	48.4	22.2	29.4	36.2	17.4	46.4	26.3	19.7	54.0
郭(2004)	29.4	28.1	42.5	33.2	21.0	45.9	無資料			16.9	10.6	72.5	13.1	6.7	81.2
美國 2007	產後三個月 33.0														
East/Southern Africa (2008)													42.0		
Middle East/North Africa (2008)													29.0		
West/Central Africa (2008)													22.0		
South Asia (2008)													45.0		
East Asia/Pacific (2008)													32.0		
Central Europe/Russian Republics, and Baltic States (2008)													27.0		
Developing World (2008)													37.0		
Korea, North (2008)													65.1		
China (2008)										76.7					

1. 資料取自國民健康局「母乳哺育網站」http://www.bhp.doh.gov.tw/breastfeeding/02qna_01.htm
2. 各國純母乳哺育率 6 個月出處
   http://www.breastfeedingbasics.org/cgi-bin/deliver.cgi/content/International/imp_statistics.html
   http://ourtimes.wordpress.com/2008/09/09/world-breastfeeding-league-table/

Our future goals

- A really friendly breastfeeding environment
- Internationalization policy
- Outpatient centers (Pharmacy, Ped, “doing the month centers”)
- Long term effects studies – maternal health and infant health