

Project Title

Leveraging on technological tool for breastfeeding education on Mother's Own Milk (MOM)

Project Lead and Members

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Organisation(s) Involved

KK Women's and Children's Hospital

Healthcare Family Group(s) Involved in this Project

Nursing

Applicable Specialty or Discipline

Neonatology

Aims

Aim at enlightening patients about the vital role of providing their own breastmilk to their babies who are separated from them at birth. It consists of theoretical information and techniques to provide their babies with expressed breast milk during the period of separation. This is especially relevant for mothers delivering preterm.

Background

"Mother's Own Milk" (MOM) is an educational program introduced by the KKH Lactation Services to enlighten patients on providing their own breast milk to their babies during separation. The program includes theoretical information and techniques for expressing breast milk. Initially implemented through printed presentation slides used during nursing handovers, the program was enhanced with a voice-recorded video presentation.

Methods

- Face-to-face verbal briefing and video presentation were both used to educate patients.
- A survey was conducted to compare the knowledge of patients who received face-to-face teaching versus those who watched the video presentation.
- Nurses were surveyed to assess their satisfaction with the video method and the time saved compared to face-to-face education.

Results

- The video presentation provided visual demonstrations and standardized information consistently.
- Patients successfully answered theoretical questions related to breast milk production and benefits, indicating effective knowledge retention.
- Nurses reported positive feedback on the video's convenience, time-saving nature, and effectiveness for patient education.
- Time saved per patient was about 15 minutes, leading to significant time and cost savings with an average of 20 patients per month.

Lesson Learnt

- The video presentation is an effective tool for patient education, offering standardized and easily accessible information.
- The video format facilitated better workflow for nurses, allowing them to attend to other tasks while patients watched the video.
- Positive reception from both patients and nurses indicates the potential for broader application and further collaboration with the Neonatal Department.

Additional Information

- The initiative promoted further collaboration with the Neonatal Department to extend the reach of the video presentation to more patients.

Conclusion

The integration of a video presentation for the MOM program has significantly benefited both patients and nurses by ensuring effective education and enhancing the patient experience. The standardized and convenient nature of the video presentation has streamlined the workflow and promoted adherence among ward nurses. The positive outcomes have encouraged further collaboration to expand the program's reach.

Project Category

Care & Process Redesign

Quality Improvement, Cost Saving

Care Continuum

Patient Education

Keywords

Mother's Own Milk (MOM), Breastfeeding Education, Video Presentation, Patient Knowledge Retention, Neonatal Care, Lactation Support

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Leveraging on technological tool for breastfeeding education on Mother's Own Milk (MOM)

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Introduction

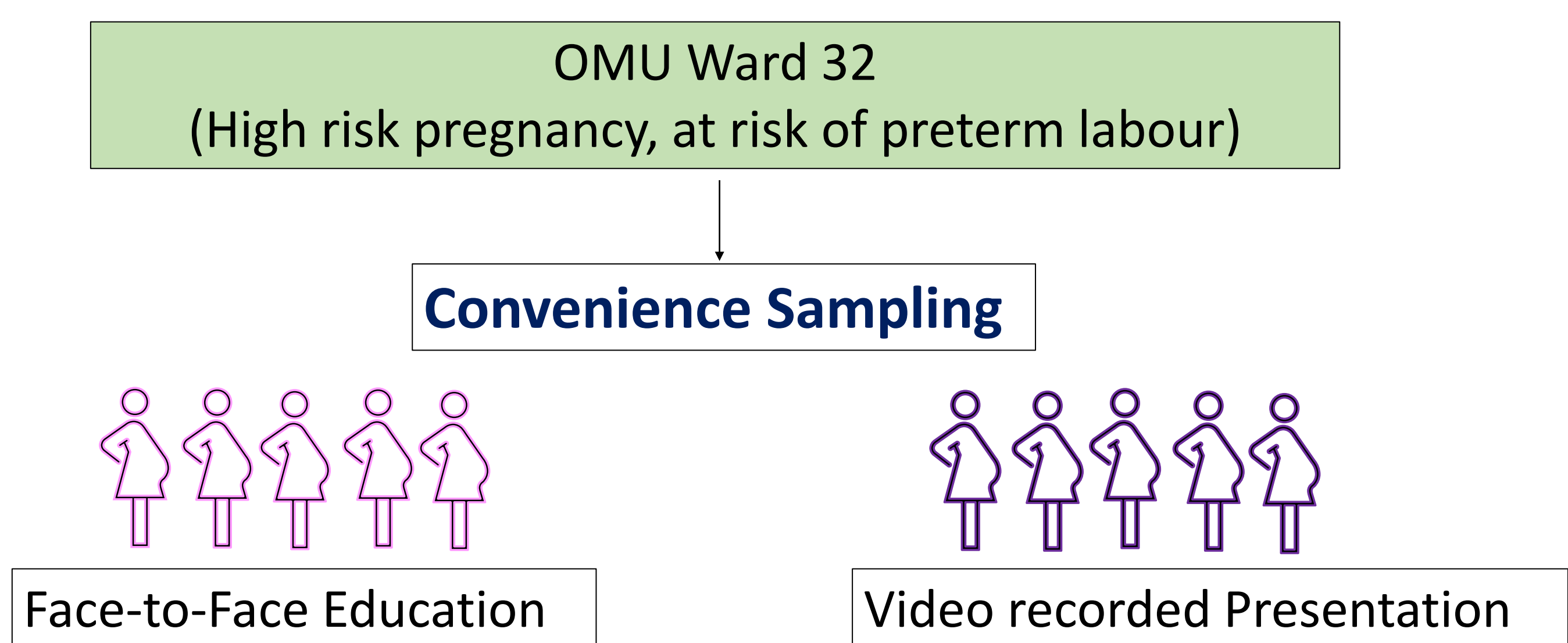
“Mother’s Own Milk” is an educational program introduced by the KKH Lactation Services, aimed at enlightening patients about the vital role of providing their own breastmilk to their babies who are separated from them at birth. It consists of theoretical information and techniques to provide their babies with expressed breast milk during the period of separation. This is especially relevant for mothers delivering preterm.

The initial implementation by the KKH Lactation Services was a printed version of the presentation slides that nurses would use to educate patients face-to-face during the nursing handover time. This was further enhanced by using a **voice-recorded video presentation** of the same “Mother’s Own Milk” Presentation that mothers can watch independently.

A survey was done to assess the knowledge of patients who had gone through the video presentation teaching compared with patients who had the face-to-face teaching. It was found that patients in both categories were equally as knowledgeable in the contents covered during the presentation.



Methodology



Comparative analysis was used to assess patients’ knowledge and satisfaction level after each session. The nurses were also timed how long they took to provide face to face education as compared to the video recorded presentation. They were then surveyed on the usage of the two methods of education.

Conclusion

The utilization of a video presentation for the “Mother’s Own Milk” (MOM) program has brought about significant benefits for both patients and nurses. The integration of this video format has proven to be a valuable tool for ensuring effective patient education and enhancing the overall patient experience. It was also reported to have streamlined the workflow and adherence of ward nurses. The positive reception and outcome has promoted further collaboration with the Neonatal Department, with the aim of extending the reach of this video presentation to a larger audience of patients who can derive substantial benefits from its use.

Results

The video presentation offered patients a visual demonstration of the theoretical information and techniques for providing expressed breast milk to their babies during separation. The survey results indicated that patients successfully answered theoretical questions related to breast milk production and benefits, suggesting effective knowledge retention through the visual video presentation.



The MOM presentation enlightened me of the importance of breastfeeding and expressing my breastmilk for a premature baby.

I feel more confident and reassured that I will be able to provide my baby with breastmilk despite her being premature.

By utilizing the video version, accurate and standardised information was consistently provided to all patients in need of the “Mother’s Own Milk (MOM) education.

The evaluation form provided to nurses to assess their satisfaction on using the video version of MOM revealed positive feedback. Nurses expressed satisfaction with the video, citing its convenient, time saving nature, efficient use of their time and effectiveness for patients. The adoption of the video presentation facilitated an improved workflow, as nurse could attend to other nursing tasks while patients watched the video. They could then address any queries or concerns the patients had after completing their tasks. Time saved per patient is about 15mins, with an average of 20 patients per month, the time and cost saving is remarkable.

Benefits of Mother's Own Milk (MOM) Video

Standardisation of Education	Convenient	Higher Compliance Rates amongst Nurses
Better experience for patients	Able to retain information as well as face to face sessions	Time and Cost Saving