

Breastfeeding Promotion in Can Tho, Vietnam through Patient Education and Hospital Protocol Change

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Purpose

- Promotion of improved breast feeding habits through increasing caretaker education and changing hospital post-delivery protocol in Can Tho, Vietnam
- Emphasis on improving early and exclusive breast feeding practices

Background

- Can Tho, Vietnam is a city of 1.25 million located in the Southern Mekong Delta
- Globally, exclusive breast feeding could decrease infant mortality by 13%
- 1,200 C-sections are performed annually at the Can Tho University of Medicine and Pharmacy hospital
- Early initiation of breast feeding and skin to skin contact are not initiated in a majority of these surgical deliveries
- Vietnam is a socially and economically transitioning country who continues to suffer from poor outcomes in infant and childhood nutrition compared to neighboring countries (Figure 1)
- To combat this, hospital administrators recommended a multifaceted approach to change
- Literature confirms the effectiveness of community breast feeding education as well as health care associated support to improve outcomes

Methods

After a community health and needs assessment and informal interviewing of doctors and patients, WHO recommendations were used to:

1. Increase education by developing a brochure containing information on early and exclusive breast feeding
 - Evaluated for effectiveness and distributed to new and expectant mothers
 - To be further evaluated and used for in home education by public health students in surrounding provinces within the Mekong Delta
2. Initiate preliminary changes to post delivery protocol at CTUMP Hospital to include mother and child remaining together in recovery post cesarean section.

Comparison of Childhood Health Determinant Rates between Vietnam and the Western Pacific Region (WHO Statistics)

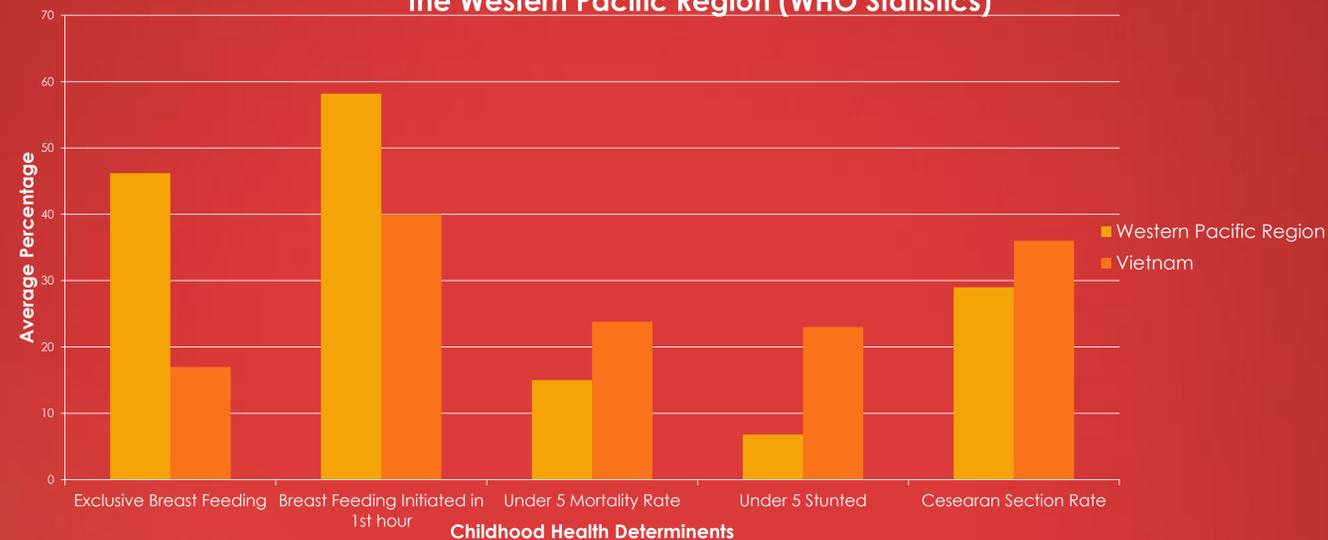


Figure 1: Current childhood health outcome comparison; Vietnam versus Western Pacific region



Image 1: New mother evaluating breast feeding education brochure

Image 2: Fishermen in Can Tho

Image 3: Neighborhood around CTUMP Hospital

Image 4: Rice farmer in Can Tho

Image 5: Can Tho University of Medicine and Pharmacy building

Image 6: Interviewing new mother and family of breast feeding practices and beliefs

Results

Education promotion

- Brochure developed and survey of 6 new mothers aided in final edits
- 225 brochures distributed to prenatal, OB and surgical recovery departments
- Vice-rector of University selected breast feeding as a major topic of emphasis for the coming year's public health student

Hospital protocol change

- Hospital vice-rector, 4 department heads and 2 vice-department heads approved of and helped initiate new standards of care
- 14 C-sections observed and initial change facilitated by helping nurses in new procedure
- Larger discussion began regarding women's health and protocol reform in accordance with current recommendations

Conclusion

- Efforts were successful in promoting education, interdepartmental conversation on change to post-delivery care, as well as spearheading changes where previous efforts have failed
- It is anticipated that this initial program will pave the way for future projects and changes within this hospital and the Can Tho medical community as a whole

Further Information

Nguyen et. al. Pre-lacteal feeding practices in Vietnam: challenges and associated factors, BMC Public Health 2013

Hajeebhoy et. al. Suboptimal breastfeeding are associated with infant illness in Vietnam, International Breastfeeding Journal 2014

WHO Breastfeeding information and resources can be found at: <http://www.who.int/topics/breastfeeding/en/0>

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