

Materials Used to Educate Women in Irish Maternity Hospitals : Survey Findings

As their joint BFHI Action Project in 2010, the Regional Maternity Hospital Limerick and Portiuncula Hospital, Ballinasloe, sought to establish what materials are used to provide information to pregnant and postnatal women. A written questionnaire was sent to the CMS Breastfeeding or similar person in all twenty Irish maternity units/ hospitals in June 2010 with 15 units (75%) replying.

Sources of information

All 15 use HSE Material, *BFHI Links* and material from LLL and Cuidiu, distributed by staff and some on display racks. All print some own material, 2 are supported by advertising. (1 stated "Code Compliant")
 Web sites given to mothers: BFHI website 7 HSE website 11 LLL and Cuidiu websites 9
 Other sites listed: ALCI, Dr.Jack Newman, Kellymom

Commercially supported

None use material produced by bottle, teat or soother manufacturers.
 14 do not use material produced by infant formula or food company, 1 does in nicu.
 10 use material produced by pump companies.
 3 use materials on cups, spoons, feeder mugs, 2 of these only in nicu.
 1 occasionally uses materials from commercial companies or shops, 12 do not.
 7 use pregnancy/mother baby magazine. 14 have contracts with commercial companies providing a pack and no hospital has a contract with more than one company. 13 -"EU mom pack" 1- "Big baby"

Reviewing of commercial material

When: Prior to use in hospital: yes:10 no: 2 didn't reply: 3.
 After material delivered to hospital: yes: 5 no: 3 didn't reply: 7
 Further reviews: yes: 3 routinely, 4 randomly; no or didn't reply: 8
By whom: 7- CMS Lactation/parent-education team, 3- midwifery management, 1-baby friendly group.

What are hospitals printing themselves

Ante natal class information	Pain Relief
Breastfeeding twins	Rooming in
20 good reasons for breastfeeding	Skin to skin
Chart for recording milk expressed	
Infant feeding	
Sterilising feeding equipment	
Post natal care	
Post natal support	
Guidelines for expressing, storing, transporting milk	
Physiotherapy and Dietician advice	

Being developed by individual hospitals

(9 units replied, but 3 didn't specify the topics)
 Breast care following death of baby.(1)
 Flagging system for infant weight loss.(1)
 Bottle feeding booklet(1)
 Rhesus negative information leaflets(1)
 Hospital info booklets, including services provided (5)
 Maternity magazine (1)

HSE Publications currently used

Breastfeeding your baby Feeding your baby
 Guide to pregnancy Pregnancy and Listeria
 Post natal depression Give Baby a breather
 Healthy eating for pregnancy Safe sleep
 Breastfeeding your ill or premature baby
 Breastfeeding out and about
 Combining breastfeeding and work
 How to prepare your baby's bottle feed

Educational materials that hospitals feel they need but don't have

9 yes and 5 no *Topics listed as needed:*
 Gestational wheels Skin to skin DVDs
 Post natal depression Listeria
 Newborn screening test (PKU) Mastitis
 Breastfeeding out and about
 Family support for breastfeeding
 Breastfeeding late premature babies
 Multilingual versions

Conclusions from the survey

- All 15 use printed information, all use HSE material and all also print own material.
- 11 hospitals print their own *Hospital Information Booklet* and others are developing this.
- 5 hospitals said that it can be difficult to source sufficient HSE leaflets.
- Several hospitals don't seem to be aware of what material is available from HSE.
- The way in which commercial packs are reviewed varies.

The Way Forward

- Could hospitals share development of own materials?
- Should we jointly ask for code compliant materials rather than each hospital negotiating individually with commercial companies?
- Can we establish needs for materials provided nationally by HSE?

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