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Initial contact after birth in Al Wakra Hospital, Doha, Qatar

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Background: The bonding between the mother and their baby starts right after delivery by placing the newborn to the mothers' chest through skin to skin contact. Ministry of Health in Qatar in its National Health Strategy 2011-2016 has set the target of increasing the rate of exclusive breastfeeding at six months-of-age to 25%. A study on breastfeeding in Qatar was initiated by Sidra Medical and Research Centre and has found that many mothers discontinue breastfeeding after 40 days or after three months due to lack of information, delay initiation of initial contact right after delivery and access to professional lactation support.

The aim of our project is to initiate immediate initial contact and promotion of breastfeeding among mothers for who are giving birth in our hospital.

Methods: Audit team performed monthly statistical data collection to monitor trends of initial contact initiated between mother and their newborn.

Results: Over the past three years from 2016 to 2018 most of the deliveries conducted in labor and delivery room Al Wakra Hospital 90% and above mother and their newborns received initial contact. In 2016, there were 3332 deliveries with 3051 initial contact initiated and 286 were not initiated. Followed in 2017 there were 3573 deliveries with 3225 initial contact initiated and 318 were not done as well as in 2018 there were 3510 deliveries with 3192 initial contact done and 318 were not done due to varied reasons like the following: baby admission to NICU, mother with third stage complication, Postpartum Hemorrhage, and instrumental delivery with complication or mother refusal of initial contact.

Conclusion: AWH started this project and implemented from September 2015. It is successfully in progress in labor room and OB Operation Room for the promotion of breastfeeding and an initiative for baby friendly hospital, as it was started as an audit and as it follows we have seen many improvement in the condition of mothers and the newborn babies are well adjusted with their normal physiological adjustments during first hour of life.

Conflict of Interests: The investigator and the co- investigator will not have any conflict of interest irrespective of any financial, personal, political or academic.

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