Influencing change on a neonatal unit: The power of the parent’s voice

Kelly Young Matron Neonatal Service

@NeonatalBTHFT

Bradford Neonatal Service
7 Intensive care cots  7 High dependency cots
17 Special care cots  9 Transitional care cots

Approximately 800 admissions per year
A hidden world full of hope and fear, strength and love
WHO/Unicef Baby Friendly standards introduced in UK

1994

2005

Bradford Maternity standards Baby Friendly accreditation

Bradford Neonatal Service commits to Baby Friendly

June 2015

2012

Baby Friendly Neonatal standards published

June 2016

Awarded Burdett Trust funding
Aug 2016
- Identify key roles & strategy group

Oct 2016
- Staff attend Train the Trainer courses

Jan 2017
- Stage 1 assessment completed

Dec 2017
- Stages 2-3 assessment Accreditation!

2018
- Action plan to embed Baby Friendly
Neonatal Standards

1. Close and loving relationships
2. Breast-feeding
3. Parents as partners in care
**First Level 3 NICU to achieve Baby Friendly Neonatal Standards**

<table>
<thead>
<tr>
<th>3 Parents as partners in care:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>They were prepared for going home with the baby</td>
<td>70%</td>
</tr>
<tr>
<td>They felt fully involved in their baby’s care</td>
<td>100%</td>
</tr>
<tr>
<td>They were able to be with their baby whenever they wanted</td>
<td>70%</td>
</tr>
<tr>
<td>They were made to feel at home on the unit</td>
<td>70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting information</th>
<th>Achieving sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Observations within the facilities</strong></td>
<td>Leadership</td>
</tr>
<tr>
<td>No advertising</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Policies and guidelines</strong></td>
<td>Audit and evaluation</td>
</tr>
<tr>
<td>Meets standards</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Written and other information</strong></td>
<td>Collaborative working</td>
</tr>
<tr>
<td>Meets standards</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Mechanisms</strong></td>
<td>Meets standards</td>
</tr>
<tr>
<td>Meets standards</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Overall result**: Outstanding Result – Very well done everyone!
SECRETS TO SUCCESS!

- Multidisciplinary approach
- Dedicated neonatal infant feeding support worker
- Quality education
- Regular audit
- Regular feedback
- Involving parents in education
- Focus on parents as Partners in Care
- Engagement and support of managers
  - Commitment to free staff to attend training
  - Financial support
OUR JOURNEY

A PARENT’S PERSPECTIVE

Jeevan’s story
Born: 23 May 2017
Weight: 1.22Kg
THANK YOU
You all do an amazing job.
THE BIRTH

- Reduced movements
- Expected to be monitored and go home
- Emergency C-Section
- 28 Weeks +5/7
- “Most babies survive”
FIRST 48 HOURS

Within 24 Hours – Room 0.5

- Will my baby survive?
- Why is he in an incubator?
- What are all these wires?
- What do these numbers mean on the monitor?
- “Take each day at a time”
- “Don’t worry about the numbers that’s our job”

- Anxious
- Worried
- Disconnected
- Uneducated
- Uncertainty
- Overwhelmed
- Concerned
- Scared – feared the worst
FIRST TOUCH

After 3 days – Room 2

• Unaware he could be touched?
• Our primary concern is his health and well-being
• Nurse asked if we have touched him?
• Orientation of the unit given

• Uneducated
• Had not bonded
• Connected
• Permission given to touch our baby
• Overjoyed
FIRST SKIN TO SKIN

After 3 days – Room 2

• Unaware he could come out for skin to skin.
• Was informed we will be able to at some point but not at what stage.
• Nurse was lovely, very considerate and supportive.
• Time visited: 22.34

• Uneducated
• Connected
• Helped mum bond
• He felt like ours for the first time
• Overjoyed / Overwhelmed / Emotional
FIRST SIBLING VISIT

After 5 days – Room 2

• We were aware sibling could visit.
• 2 adults to an incubator
• 4 named people

• Educated
• Connected
• Felt like a family
• Overjoyed
• Emotional
FIRST POO
After 6 days – Room 2

• Was it normal to take this long to open bowels?
  • Worried
  • Relief
  • Happy :)

[Image of a baby in a hospital setting]
OUR FIRST FEED

After 6 days – Room 2

- We were shown how to take an aspirate and OGT feed
- Scared
- Happy
- Felt like parents
- Incubator less of a barrier
OUR FIRST WASH

After 8 days – Room 2

• We were shown how to wash our baby

  • Scared
  • Happy
  • Felt like parents
  • Incubator less of a barrier
FIRST FAMILY PICTURE

After 9 days – Room 2

• A consultant asked if we had taken a family picture while Jeevan was out for skin to skin.
• Offered to take our first family picture

• Happy
• Felt like parents
• Felt like a family
FOOTPRINTS

After 12 days – Room 2

- Naz from Bliss told us we could take footprints of our baby
- Nurse made sure it was done that day and fully supported us with the activity

- Happy
- Felt like parents
- Felt like a baby
- Incubator less of a barrier
- Fun, almost normal
- Felt supported
FIRST CLOTHES

After 22 days – Room 2

• Weight 1.5kg +
• Clothes time
• Weighed after cares

• Happy
• Felt like parents
• He looked like a baby
• Incubator less of a barrier
MOVING INTO A COT

After 25 days – Room 2

• A lovely and welcomed surprise

• What made it an even more precious milestone was that this happened on Fathers Day

• Happy
• Felt like parents
• Felt like he was our baby
• Felt close to him
• Felt normal as we could bond
MOVING ROOMS

After 39 days – Room 4

- No real warning
- Machine turned off with no prior warning
- Moved room while we were out
- Approached about going home less 24hrs after moving room
- Participation in research

- Upset
- Anxious
- Worried
- Unwelcomed
TO BE CONTINUED...

Some further feedback

• Inconsistency
• Communication and sensitivity at all times
• More encouragement and support
• Give more control
• Support us to care for our child(ren)
• Need more empathy to the situation parents are facing

• Confused
• Upset + Worried
• Anxious
• Unwelcomed
• Under pressure
• Negative experience
FINAL THOUGHTS

Some further feedback

• We have been fortunate
• The journey of a “feeder and grower”
• “Medically boring baby”
• How would a parent feel whose baby has complications overhearing that?

• Our journey has been “straight forward” and this is how WE have felt there is always room for improvement

• The power of a hug
Acknowledgements

• Thank you to Jeevan’s family and to all other families we have been privileged to care for who have supported us on our Baby Friendly accreditation journey.

• Thank you to the Burdett Trust for choosing Bradford Teaching Hospitals NHS Foundation Trust to support.

• Thank you to the Baby Friendly team for their guidance, encouragement and support.