

愛嬰資訊

Baby Friendly Newsletter

2014年10月號 October 2014



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愛嬰行動

Baby Friendly Action

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BFHIHKA 周年問卷調查 2014

BFHIHKA Annual Survey 2014



Baby Friendly Hospital Initiative
Hong Kong Association
愛嬰醫院香港協會

unicef
聯合國兒童基金會

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主席的話 Message from the Chairman



01

主席的話
Message from the
Chairman

近半年有關母乳哺育的討論、研究和新聞可謂此起彼落，在不同層面引起大眾市民的關注。

數月前，一位乘客偷拍在巴士上以圍巾覆蓋嬰兒餵哺母乳的母親，其後將短片附以不尊重的語句作描述上載互聯網，此舉觸發了社會上熾熱的討論。愛嬰醫院香港協會就此作出即時回應，本會及聯合國兒童基金會香港委員會聯同香港五個推動和維護母乳的志願團體，策劃了「愛嬰行動」，進行了連串活動包括網上聯署以及向食物及衛生局高永文局長遞交聯署聲明。

02 - 03

封面故事

Cover Story:

- 愛嬰行動
Baby Friendly Action

我們聯同香港大學李嘉誠醫學院舉行記者招待會，公佈持續 17 年的追蹤研究，證實接受母乳時間愈長對嬰兒成長與身心發展更健康。並要求政府基於有備無患的政策下規管 36 個月或以下的嬰幼兒食品，促使當局應該將立法與自願性守則作雙軌並行方式，馬上推行《香港守則》，包括健康聲稱，以規管配方奶粉及嬰幼兒食品推銷手法。此外，就立法會於 7 月舉行衛生事務委員會會議上，討論到有關《香港配方奶及相關產品和嬰幼兒食品的銷售及品質守則》的諮詢結果，本會特別於會議前去信給委員會的立法會議員，以進行游說工作，希望委員會的議員支持：1) 落實並即時推行自願性的《香港守則》，不要再等立法；2) 規管 36 個月或以下的嬰幼兒餵養資訊，以謝絕不當奶粉資訊；3) 剔除新法例所涵蓋的營養成分組合及標籤，保留營養聲稱及健康聲稱。

04

本會動向

News on BFHIHKA:

- 國際母乳哺育周 2014
World Breastfeeding
Week 2014

全母乳餵哺的好處不僅為世界衛生組織所致力推動，本地醫學界亦就有關方面進行了不同的研究和調查。由香港大學李嘉誠醫學院進行「九七的兒女」追蹤研究具體顯示了推動母乳餵哺有利改善香港公共衛生；香港理工大學亦就本地母乳營養成分進行深入研究，證實母乳比配方奶粉所聲稱的營養更切合嬰兒在各方面的需要。

隨著政府和社會對母乳餵哺的情況日益關注，相信只要各界同心協力，必定能令香港在不久將來成為一個愛嬰城市。

05

嘉賓語錄
VIP Quotes

Over recent months, public interest in breastfeeding has increased considerably, with successive events held across Hong Kong that included news, discussions and academic research.

Last May, a mother travelling on a bus, with her baby breastfeeding under a nursing blanket, was filmed by a passenger who uploaded the scene with a strongly worded statement onto the internet. This went viral and triggered heated debates over issues of privacy and public decency. The Baby Friendly Hospital Initiative Hong Kong Association and UNICEF Hong Kong formed an alliance of local breastfeeding groups called "Baby Friendly Action". This launched an online petition and the submission of a joint declaration to Dr Ko Wing-man, Secretary for Food and Health.

06 - 08

專題報告

Special Report:

- BFHIHKA
周年問卷調查 2014
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We also held a press conference with the University of Hong Kong's Li Ka Shing Faculty of Medicine in which the results of a cohort study were announced. This seventeen-year study confirmed the significant benefits of breastfeeding to the physical and mental health development of children and adolescents. Furthermore, we sent letters eliciting support from Legislative Council members to urge the government to 1) immediately implement the full "Hong Kong Code"; 2) provide guidelines to manufacturers and distributors and to health workers and facilities on the marketing and quality of formula milk, feeding bottles, teats and pacifiers and food products for infants and toddlers aged 36 months or below; 3) impose restriction on improper labelling and ensure all nutritional and health claims be accurate.

08 - 09

愛嬰新知

Baby Friendly Updates:

- 美國法案保障在職
母親之哺乳期權益
Breastfeeding rights
of working women in
US enshrined in law

The benefits of exclusive breastfeeding have been well documented by the World Health Organization. Lately in Hong Kong, different universities have undertaken further investigative studies. Hong Kong University's Li Ka Shing Faculty of Medicine have conducted the 'Children of 1997' cohort study which illustrates the benefits of breastfeeding in the physical and mental health development of children well into adolescence and confirmed that the burden posed to our health care system would be lessened. The Hong Kong Polytechnic University has carried out research into "Breast milk nutrition composition in Hong Kong" and this provides further evidence that supports breastfeeding.

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需要您的支持！
Need Your Support!

As social awareness of breastfeeding's significance grows, given a concerted effort from government and various other organizations, we believe that Hong Kong will become a Baby Friendly City in the near future.

孔美琪博士 銅紫荊星章
Dr Maggie Koong BBS



01

愛嬰資訊 'Baby Friendly Newsletter'



愛嬰行動 Baby Friendly Action

聯合國兒童基金香港委員會及愛嬰醫院香港協會聯同本地五個推動和維護母乳餵哺的志願團體，包括香港天主教母乳育嬰會、香港母乳育嬰協會、母乳媽媽交流站、媽媽牌同盟和國際母乳會－香港，組織並策劃了「愛嬰行動」，促請政府盡快全盤落實《香港守則》，規管配方奶粉及嬰幼兒食品推銷手法。

七月啟動網上聯署活動，並收集到約 4,000 個支持者的簽名。

七月十五日，兩位母乳媽媽，聯合國兒童基金香港委員會主席陳晴女士及大使郭晶晶女士，一同率領近 30 位母乳媽媽、其孩子及「愛嬰行動」成員，齊為母乳餵哺發聲。我們向食物及衛生局局長高永文醫生遞交

Hong Kong Committee for UNICEF (UNICEF HK) and Baby Friendly Hospital Initiative HK Association mobilized five breastfeeding mother groups, namely Hong Kong Catholic Breastfeeding Association, Hong Kong Breastfeeding Mothers' Association, Breastfeeding Mama Station, Mama Milk Baby Alliance and La Leche League Hong Kong to form an Alliance called 'Baby Friendly Action' to urge for the full implementation of the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children (HK Code).

An online petition was launched in July. About 4,000 signatures were collected.





「愛嬰行動」收集到的聯署聲明簽名，希望政府聆聽市民訴求，在七月二十一日舉行的立法會衛生事務委員會會議中表態支持推行規管奶粉推銷手法的《香港守則》。

香港大學李嘉誠醫學院進行「九七的兒女」追蹤研究，發現以配方奶餵哺，有可能增加兒童短、中期的患病風險，加重本港公共衛生的醫療負擔。有見及此，聯合國兒童基金香港委員會及香港大學李嘉誠醫學院於七月十八日舉行聯合記者會，由香港大學李嘉誠醫學院院長梁卓偉教授發表追蹤研究結果，並即場聯署「愛嬰行動」聯合聲明，呼籲政府正視港人健康問題，盡快落實《香港守則》，以推動母乳餵哺改善香港公共衛生情況。

七月二十一日的立法會衛生事務委員會會議中，大部分議員均對《香港守則》表示支持，並提出多項建議，要求政府有效而全面落實有關議案。

「愛嬰行動」將繼續凝聚本地推動和維護母乳的志願團體之力量，努力促使《香港守則》的全盤落實，並同時對餵哺母乳媽媽的需要作出適切的回應。

On 15 July, two breastfeeding mothers, Ms Judy Chen, Chairman of UNICEF HK, and Ms Guo Jing-jing, UNICEF HK Ambassador, represented 'Baby Friendly Action' to submit all petition signatures collected from organizations and the public to Dr Ko Wing-man, Secretary for Food and Health. Together with about 30 breastfeeding mothers, babies and members of 'Baby Friendly Action', we urged the Government to listen to public opinion, and support breastfeeding by recommending the implementation of the HK Code to regulate

inappropriate marketing of infant formula milk at the Legislative Council Panel on Health Services on 21 July.

In a press conference on 18 July, Professor Gabriel Leung, Dean of Li Ka Shing Faculty of Medicine, the University of Hong Kong and lead researcher of the 'Children of 1997' cohort study announced some results of the study. Formula-fed children had a greater risk of short-term to medium-term illnesses, bringing a heavier burden to the public health of Hong Kong. 'Baby Friendly Action' Joint Declaration was therefore signed to urge the Government to promote breastfeeding and protect public health by implementing the HK Code immediately.

On 21 July, the Panel on Health Services Meeting at the Legislative Council discussed the HK Code. The majority of members showed their support to the HK Code and proposed a variety of recommendations to urge the Government to put forward the HK Code in an effective and comprehensive manner.

With concerted effort from various organizations, 'Baby Friendly Action' will continue to build a momentum in society to urge for the implementation of the HK Code and at the same time, to respond to the needs of breastfeeding mothers.



國際母乳哺育周 2014

World Breastfeeding Week 2014



為慶祝「國際母乳哺育周 2014」，衛生署、醫院管理局及愛嬰醫院香港協會於 7 月 26 日舉辦慶祝活動，今年主題是「母乳餵哺：走向健康人生成長路」。愛嬰醫院香港協會更公布了最新的《國際母乳哺育周周年問卷調查 2014》結果，詳細分析刊載於第六至八頁。

活動中有超過 250 位、哺乳母親、準媽媽及其家人到場，希望獲得更多關於母乳餵哺的資訊。一眾主禮嘉賓包括：高永文局長、愛嬰醫院香港協會主席孔美琪博士、衛生署助理署長（家庭及長者健康服務）李敏碧醫生、醫院管理局總行政經理（病人安全及風險管理）林潔宜醫生及愛嬰醫院香港協會副主席梁永昌醫生，向準媽媽揭曉 5 大「外出哺乳小貼士」：

1. 穿合適衣服方便哺乳
2. 帶備大小適中的「哺乳圍巾」
3. 選擇溫度合適的環境
4. 尋找可舒適安坐的位置
5. 安排家人在旁隨時提供協助

嘉賓又呼籲普羅大眾多體貼哺乳母親和嬰兒的需要，共同營造愛嬰的社區。

The Department of Health, Hospital Authority and UNICEF Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA) organized the World Breastfeeding Week 2014 Celebration Event on 26 July 2014. The theme of World Breastfeeding Week 2014 is 'Breastfeeding: A Winning Goal for Life!' –'Life' is the key point as breastfeeding brings life-long benefits. Results of the latest World Breastfeeding Week Annual Survey 2014 of

BFHIHKA were released in the activity and a more detailed analysis is presented on P.6-8.

Over 250 breastfeeding mothers, expectant mothers and their families attended the event to learn more about breastfeeding. Officiating guests, Dr Ko Wing-man, Secretary for Food and Health, Dr Maggie Koong, Chairman of BFHIHKA, Dr Teresa Li, Assistant Director of Health (Family and Elderly Health Services) of Department of Health, Dr Rebecca Lam, Chief Manager (Patient Safety & Risk Management) of Hospital Authority, and Dr Leung Wing-cheong, Vice-chairman, BFHIHKA, unveiled five tips for breastfeeding in public areas at the celebration event. The five tips include:

1. wearing comfortable clothing for breastfeeding
2. bringing a breastfeeding scarf
3. locating a place with moderate temperature
4. finding a comfortable seat to breastfeed
5. having family members around for assistance when necessary

The guests also wished the general public would understand the needs of breastfeeding in public areas, and create a more breastfeeding-friendly environment for the mothers.



「政府、志願團體等一直以來所作的母乳餵哺公眾教育，都被奶粉商排山倒海的宣傳攻勢所淹蓋。要將母乳餵哺重塑為正常及主流的餵養方式，必需盡快令《香港守則》出台。」

"The breastfeeding public education messages promoted by the Government and NGOs are overshadowed by formula milk advertisements," Judy said. She pointed out that the public had long been brainwashed by formula milk advertising, and the recent incident of a sneaky photo of a mother breastfeeding on a bus is just an example. "To make breastfeeding the norm again, the Hong Kong Code should be implemented now."



聯合國兒童基金
香港委員會主席陳晴女士
Ms Judy Chen,
Chairman of Hong Kong
Committee for UNICEF



聯合國兒童基金會（香港）
大使郭晶晶小姐

Ms Guo Jing-jing, UNICEF HK Ambassador

「我很感激媽媽餵哺母乳，為我的健康打好基礎！我希望我的寶寶，還有其他的香港寶寶都能得到這個對他們最好的營養。希望香港政府可以作出體恤及協助本地母乳媽媽的措施。」

"I am a breastfed baby. I thank my mom wholeheartedly for providing me the best food for health. I wish that my baby, and all babies in Hong Kong can enjoy this most nutritious food. Hong Kong government should really be considerate and help breastfeeding mothers by providing better support in society."

「透過 17 年的研究，我們發現嬰孩接受母乳時間愈長，對於他們成長階段的身心健康，有更正面幫助，令他們受感染、患上哮喘及過胖、以至出現血壓及心理健康問題的風險，相較沒有持續接受母乳的兒童為低。因此，這個研究令我們確信，推廣持續母乳餵哺，能減輕本港公共衛生的醫療負擔。」

"Having followed this birth cohort for 17 years, we found that breastfeeding is beneficial to the physical and mental health development of children and adolescents, for instance on their reduced risk of infections, asthma, obesity, blood pressure and mental health issues, etc., when compared to those who were not fed with breast milk. By promoting breastfeeding, it can lessen the burden posed to our health care system."



香港大學李嘉誠醫學院
院長梁卓偉教授
Professor Gabriel Leung,
Dean of Li Ka Shing
Faculty of Medicine, HKU

「母乳是嬰兒天然的食糧，能為嬰兒提供最佳及完全的營養，透過餵哺母乳，更可增進母嬰之間的感情聯繫，是建立緊密親子關係的第一步。」

"Breastmilk is the natural food of human infants and meets their needs optimally and completely. Breastfeeding is also the first step to strengthen the bond between the mother and baby, and helps build the long-term mother-infant relationship."



香港大學李嘉誠醫學院兒童及青少年科學系臨床副教授葉柏強醫生
Dr Patrick Ip, Clinical Associate Professor of Department of Paediatrics
and Adolescent Medicine of Li Ka Shing Faculty of Medicine, HKU



BFHIHKA 周年問卷調查 2014

BFHIHKA Annual Survey 2014

每年的 8 月 1 日至 7 日是國際母乳哺育周，世界各地舉行不同的活動推廣、維護及支持母乳餵哺。今年主題是「母乳餵哺：走向健康人生成長路」。本會一如以往，於今年 5 月向全港 18 所設有產科的公共及私立醫院，就母乳餵哺比率、推行《成功母乳育嬰十項指引》的狀況及母乳代用品銷售商於院內遵守《國際母乳代用品銷售守則》的情況進行問卷調查，評估香港的母乳餵哺趨勢。深信調查結果能為政府、相關醫療機構以及社會各界在推動母乳餵哺過程中提供參考。

From August 1 to 7 every year, World Breastfeeding Week (WBW) is held globally to protect, promote and support breastfeeding. The theme for 2014 is "BREASTFEEDING: A Winning Goal – For Life!"

As in the past, BFHIHKA conducted an annual survey in May among 18 hospitals with maternity units on the breastfeeding rate, the maternity units' fulfillment of the "Ten Steps to Successful Breastfeeding" and the compliance of the International Code of Marketing of Breastmilk Substitutes by manufacturers and distributors within hospital premises. We believe that the results of this survey will be a valuable reference for our government, hospitals and society in promoting and supporting breastfeeding in Hong Kong.

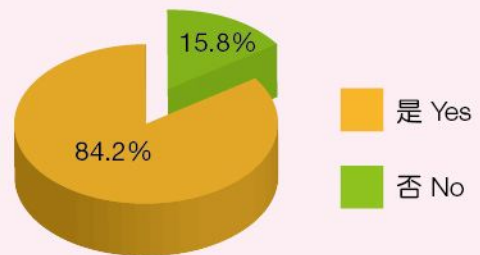
一、母乳餵哺比率

結果雖然顯示近八成半母親在住院期間曾餵哺母乳，可是全母乳餵哺率卻不足兩成半，兩者差距 60%。即多數未能在住院期間接受全母乳餵哺。此項比率與母親於回家後能否持續以母乳哺育孩子有非常密切的關係，統計數字反映醫院在協助母親以全母乳哺育的工作上，仍存在極大的改善空間。

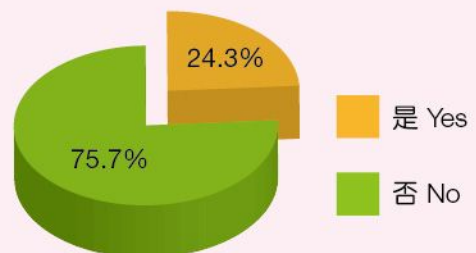
1. Breastfeeding Rate on Discharge

Although the breastfeeding rate on discharge was 84.2%(fig.1), exclusive breastfeeding rate was only 24.3%(fig.2).The difference between the two was 60%. Most babies did not receive exclusive breastfeeding before discharge. Many studies conclude that there is a close relation between the exclusively breastfeeding rate on discharge and whether mothers can sustain their breastfeeding after going home. The statistics indicate that the measures facilitating and supporting exclusive breastfeeding is still far from satisfactory with much room for improvement.

圖一 母乳餵哺率（出院計）
Figure 1. Breastfeeding rate on discharge from hospital



圖二 住院期間全母乳餵哺率
Figure 2. Exclusive breastfeeding rate in hospital



二、推行《成功母乳育嬰十項指引》的狀況

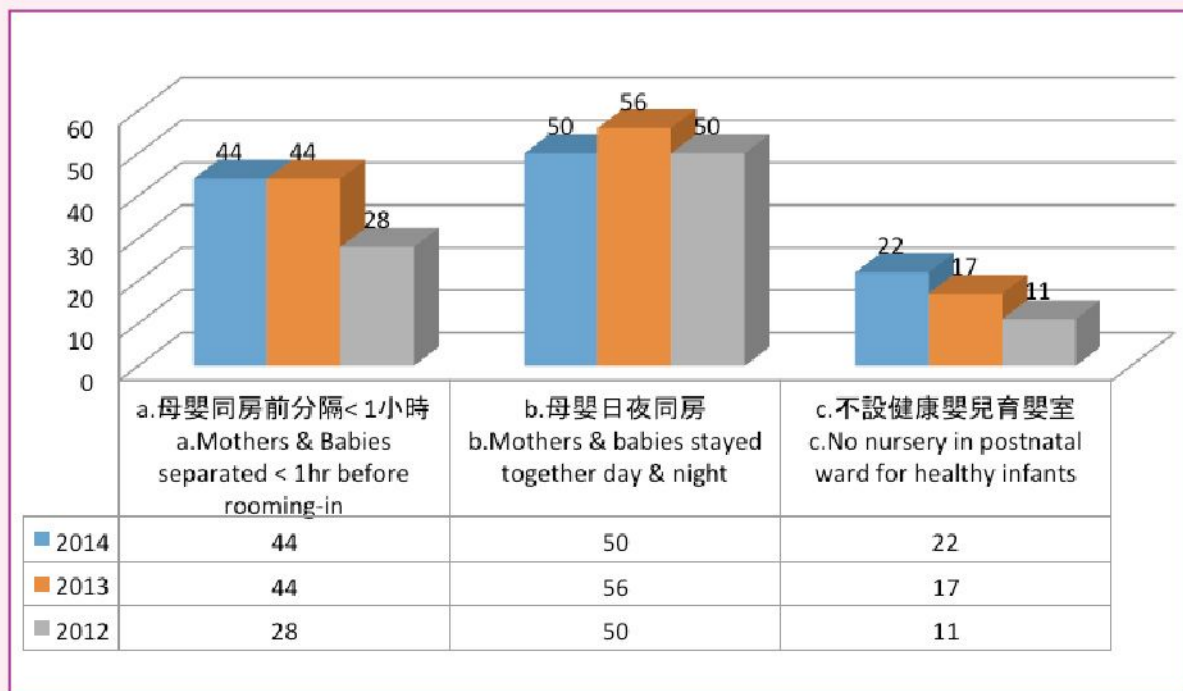
在整體的調查結果中，以第七項「實施母嬰同房」的情況最令人關注。圖三顯示整體比率均屬偏低水平，其中「母嬰日夜同房」一項，2014年進行之統計中僅有50%醫院能落實推行，更比2013年所得數字減少了6%。雖然「母嬰同房前分隔少於1小時」和「不設健康嬰兒育嬰室」兩項措施有輕微向上的趨勢。讓「母嬰同房」，母親才可以學習觀察嬰兒的覓食動作而作出相對反應，餵哺嬰兒。

2. The “Ten Steps to Successful Breastfeeding”

The results of the survey arouse our concern about the implementation of step 7 “practice rooming-in – allow mothers and infants to remain together 24 hours a day.” The general implementation rates were low as shown in figure 3. The statistics of 2014 reveal that still only 50% of hospitals have arranged mothers and babies to stay together day and night (b) which was 6% lower than that of 2013 although there were slightly more mothers and babies separated less than one hour before rooming-in (a) and less postnatal wards had nurseries for healthy infants (c). Only when mothers and babies room-in could mothers learn and respond to babies’ feeding cues and carry out responsive feeding.

圖三 2012-2014年全港醫院「實施母嬰同房」調查比較

Figure 3. HK hospitals’ practice of rooming-in: allow mothers & infants stay together 24hrs a day (2012-2014)



總結

世界衛生組織致力推動全母乳餵哺，而本港不足兩成半的全母乳餵哺率偏低。產婦如能在院內以全母乳餵哺，有助減低她們於回家後提早停止母乳餵哺的機會。為進一步改善醫院對產婦餵哺母乳的支援，培訓醫生、助產士、護士及支援人員至為重要；醫院就產後的母嬰安排和護理程序上亦需有更深入的檢討和改善。三所公營醫院的產科部門已開始「愛嬰醫院」的認證程序。在不久的將來，可望將有更多公營及私營醫院參加計劃。香港特區政府成立了促進母乳餵哺高層委員會，以充分實踐母乳餵哺推動工作。委員會成員來自社會不同界別，只要政府和社會同心協力，深信更多香港的母親和嬰兒能享受母乳餵哺為他們帶來健康和心理上的各種好處。

Conclusion

Although WHO recommends exclusive breastfeeding, the rate of 24.3% was still very low. Ability to exclusively breastfeed before discharge could reduce the chance of early cessation of breastfeeding on going home. To improve the situation, training of doctors and midwives / nurses together with supporting staff as well as public education would be most important. The procedures and arrangement of the care of mothers and infants should also be carefully re-evaluated so as to facilitate better breastfeeding conditions. Three public Obstetric Units have started their Baby Friendly Hospital accreditation process. More hospitals, public and private, will hopefully join in the not too distant future. The Government of the HKSAR has set up a high level Committee on Promotion of Breastfeeding, comprising representatives from various sectors of the community, to optimize breastfeeding practices. With concerted effort both from the government and the community, much more mothers and infants in Hong Kong would be able to enjoy the benefits both physically and psychologically from breastfeeding.

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愛嬰新知 Baby Friendly Updates

美國法案保障在職母親之哺乳期權益

Breastfeeding rights of working women in US enshrined in law

美國實行《合理醫療費用法案》後，僱主需為在職媽媽提供適切環境，讓她們能為孩子提供母乳直至嬰兒滿一歲。按法例規定，僱主必須在母親原有的工作休息時間以外，按其需要提供充足的時間，並設立洗手間以外的一個衛生和私隱的房間作泵奶之用。紐約 Cohen Children's Medical Center 的初生嬰兒科主任醫生，Richard J. Schanler 表示一般授乳女性需在早上、午膳及下午時間泵奶，而每次只需要約 15 分鐘，當然情況也會因人而異。研究顯示僱主所付出的資源和時間將得到兩至三倍的回報，因為這措施不但提升僱員的生產力，還會減低僱員的流失率；在職母親因照顧患病孩子而請假的機會也較少，原因是以母乳餵哺的兒童患病率比其他孩子低三成至五成。

The United States has put forward an Affordable Care Act, under which employers are required to provide time and space for new mothers to express milk for their babies until the child turns one year old. This law allows women to pump for a reasonable amount of time, as often as necessary, and requires employers to provide a clean, private space other than a bathroom for them to do so. According to the law, mothers who use their break time to pump or breastfeed must be compensated. Dr. Richard J. Schanler, director of neonatal services at Cohen Children's Medical Center of New York said that a woman experienced with lactation will only need about 15 minutes to pump each time, and may need to take a break to do so midmorning, at lunch and again mid-afternoon although this varies between women. Studies have shown that employers make back two to three dollars for every dollar they spend on workplace lactation resources due to greater employee productivity, less employee turnover and less time off for mothers who have to take care of their sick child, given that infants have 30 to 50 percent fewer infections when receiving breast milk.

Source: Reuters Health <http://www.reuters.com/article/2014/08/05/us-health-law-breast-milk-idUSKBN0G51OE20140805>



持續以全母乳餵哺改善兒童飲食態度

Longer-term and exclusive breastfeeding improves childhood eating attitudes

白俄羅斯愛嬰醫院的一項研究發現，母乳餵哺有利於兒童建立健康飲食習慣。13,751 名健康嬰兒參與於 1996-7 年開始的研究並在 11.5 歲時完成兒童飲食態度測試 (ChEAT)。在這項測試中，分數高於 22.5 顯示兒童有不良飲食態度。持續以全母乳餵哺的孩子的分數比其他孩子較為理想如表一所示。

表一 不良飲食態度兒童之比率
Table 1. Ratio of children with problematic eating attitudes

	持續以全母乳餵哺 Children under longer-term & exclusive breastfeeding	非持續以全母乳餵哺 Children not under longer-term & exclusive breastfeeding
男孩 Boys	11.4%	17.2%
女孩 Girls	18.5%	23.4%

A study carried out in Belarus on the effect of Baby Friendly Hospital Initiative suggests that breastfeeding benefits later maternal child-feeding practices, which in turn may contribute to positive eating attitudes. 13,751 healthy infants enrolled in 1996-7 completed the Children's Eating Attitude Test (ChEAT) at 11.5 years of age. A ChEAT score higher than 22.5 was used as an indicator of problematic eating attitudes. For the group of children with substantially increased breastfeeding exclusivity and duration of breastfeeding throughout infancy, the proportion of them with ChEAT scores higher than 22.5 was lower than the other controlled group as shown in table 1.

Skugarevsky, O. et al. (2014). Effects of promoting longer-term and exclusive breastfeeding on childhood eating attitudes: a cluster-randomized trial. *International Journal of Epidemiology*, 10.1093/ije/dyu072

即時及持續母嬰肌膚接觸能提升母乳餵哺成效

Immediate and continuous mother-infant skin-to-skin contact can promote breastfeeding self-efficacy

伊朗研究指出產後即時的母嬰肌膚接觸是一項直接和簡便的方法，不但能提升母親授乳的信心和效能，更有助往後以全母乳餵哺的持續性。研究中，第一組嬰孩於產後被安排伏在母親身上，在調控至適當溫度的環境下維持兩小時或以上的肌膚接觸，第二組則依照一般醫院程序，嬰兒於產後馬上被置於暖箱中。調查亦發現在產後 28 日，有母嬰肌膚接觸的母親餵哺母乳的效能明顯較高，其母乳哺育率達到 56.6%，遠高於第二組的 35.6%。第一組的母親亦較早開始餵哺母乳。

A study carried out in Iran recommended that immediate mother-infant skin-to-skin contact as an easy and available method of enhancing maternal breastfeeding self-efficacy and confidence, exclusive breastfeeding and increased duration. For the group of infants with skin-to-skin contact, infants were placed naked against their mothers' skin in the prone position. With measures to ensure warmth given to the naked infants, mothers were helped to keep this position for at least two hours post-delivery. For another group of infants who received routine care, they were kept under a radiant heater immediately after cutting their cords. At 28 days postpartum, it was found that breastfeeding self-efficacy was significantly higher in the skin-to-skin group, breastfeeding initiation 56.6% compared to 35.6% in the routine care group.

Aghdas, K., et al. 2014. Effect of immediate and continuous mother-infant skin-to-skin contact on breastfeeding self-efficacy of primiparous women: A randomised control trial. *Women Birth* 27:37-40



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