

Title of project: <b>“Adopting Baby Friendly standards in a Special Care Baby Unit”</b>	
Name and Role: Tracy Lockwood (on behalf of the SCBU team)	
Workplace: Harrogate and District NHS Foundation Trust Special Care Baby Unit	
Summary of project (for use on website – max 60 words)	The Baby Friendly Initiative is a global programme of Unicef and the World Health Organisation introduced to improve practice for infant feeding in health care settings. The standards are implemented in a staged approach with full accreditation following a successful stage 3. Once fully accredited the standards are embedded and ultimately the unit has the option to submit evidence for a gold award which assesses the sustainability of the standards. Harrogate and District Foundation Trust SCBU received the gold award in January 2020. The first neonatal unit in the UK to receive this award.
Identifying the need for the project	Baby Friendly standards are evidence-based standards, which encompass the holistic care of families related to building close relationships, feeding and supporting parents to be partners in care.
How did you initiate the project, and create momentum	This project was initiated due to a national agenda to implement the Baby Friendly Neonatal standards
Describe the role of Multi-disciplinary team involvement	To implement the standards effectively we required a culture change within the unit. As neonatal nurses, we are constantly looking and assessing the medical needs of our tiny patients, but we needed to look deeper. Success would only occur if all staff were on board; therefore, we all needed total involvement and ownership. It was important to ensure we had support in our senior leadership team. We have a Baby Friendly Guardian who is our chief nurse and receives regular updates on progress. Our consultant neonatal lead, matron, ward manager and infant feeding co-ordinator have quarterly meetings to discuss BFI progression.
What techniques did you use – what worked and what didn’t?	<ul style="list-style-type: none"> <li>• Policies and guidelines to support the standards</li> <li>• Regular audit of the standards along the way</li> <li>• Regular ward meetings and a team approach</li> <li>• Parents at the centre of discussions</li> <li>• If audits were weak we changed our approach, including paperwork, information for parents, staff updates and we invited the whole team to be innovative and tried numerous approaches until we were successful</li> </ul>
How did you embed this in education and training	The education programme was delivered in a modular approach with a total of 18hours for all staff then annual updates
What parental/Family involvement did you have?	We asked parents ‘what we did well and what not so well’ and began to make our changes. Practical things like redecorating our parent’s rooms, purchasing new reclining chairs, offering meals to all parents. These were simple things to improve, however the test came when we actively encouraged parents to be with their baby 24/7, sometimes setting up a camp bed in the nursery, this was a challenge for some staff. We encouraged parents to become more involved and proactive in delivering total care for their baby.

	<p>We empowered them to take on things such as NGT feeding, taking temperatures and giving medications all things that historically had been part of the neonatal nurse’s role, and what was once alien became the norm.</p> <p>Baby wearing is beneficial to premature babies, research has shown that close contact with mum helps to regulate baby’s physical and emotional response, brain development, also helping to successfully breast feed and ultimately gain weight quicker than babies not frequently touched or held. By purchasing special T-shirts and slings, parents were able to walk around the unit and even eating their lunch in the family room. Fathers too were encouraged to do the same.</p> <p>We all know that having a preterm baby is a very stressful time for parents, they tell us of the feeling of loss of control and how it sometimes does not feel like their baby, and often grieve for the norm. The Harrogate SCBU team are all committed to family centred care; we help parents to adapt to being a parent in challenges circumstances. We teach parents to be led by their baby’s behavioural cues, empowering them to take the lead in their baby’s care facilitated by experienced neonatal nurses.</p>
<p>What was the outcome of your QI project?</p>	<p>The changes that have taken place over many years have not gone without problems however; staff through education and passion for our unit embraced the changes, which in turn enhanced staffs personal development. We are an open and friendly unit respecting all parents’ views and wishes, which we discuss and try to accommodate on a daily basis.</p> <p>As a SCBU, our philosophy is to stop apologising for what we are not, and celebrate what we are.</p>
<p>What 3 points of advice would you give others about to embark on the project?</p>	<ul style="list-style-type: none"> <li>• Ensure a multidisciplinary team approach to introducing the standards</li> <li>• Be open and honest with each other as a team, initially it can feel like a loss of control for staff as their role changes, however the role is just a different one and staff ultimately embrace the new role of support and education</li> <li>• Be aware that family centred care, developmental care, and feeding support all fit into the Baby Friendly Standards, so many units are already giving exceptional care in these areas however, the Baby Friendly standards link these programmes with an emphasis on parents being at the centre of the care for their baby ensuring they are in control. The implementation of the standards is also externally assessed making it a rigorous process.</li> </ul>