# Project to increase the rate of exclusive breastfeeding in hospital

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## ABSTRACT

Breast milk is the perfect food for newborns. It is suitable for the nutrition needed for the growth of newborns. It is a food that formula milk cannot replace. Both the World Health Organization and the American Academy of Pediatrics recommend exclusive breastfeeding until babies are six months old. Although correct breastfeeding concepts are provided to mothers and newborns, and many benefits of breastfeeding are known, the clinical rate of exclusive breastfeeding is still low.

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## INTRODUCTION

Due to the COVID-19 epidemic, the exclusive breastfeeding rate during postpartum hospitalization dropped from 48.55% to 38.10% from October 2021 to February 2022, a decrease of 10.45%, which is lower than the average exclusive breastfeeding rate during hospitalization according to the Maternal and Infant Goodwill Assessment 40%, so through the special implementation of the reasons for the low rate of exclusive breastfeeding in hospitalization, relevant solutions are formulated to increase the rate of exclusive breastfeeding in hospitalization.

## METHODS AND MATERIALS

Nursing staff simulate breastfeeding education and training, record breastfeeding multimedia audio and video, newborn AI-related health education guidance, improve the correctness of mothers' cognition of breastfeeding, and provide one-on-one guidance on breastfeeding.

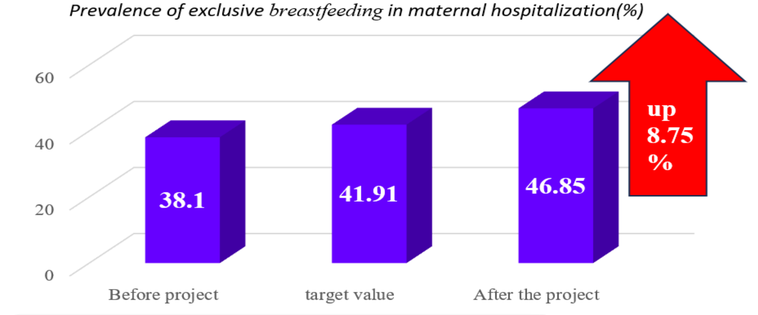
## RESULTS

The rate of exclusive breastfeeding in hospital increased to 46.85%, the maternal awareness rate before receiving breastfeeding guidance increased from 82.5% to 93.3%, and the nursing staff's cognitive accuracy rate of breastfeeding care guidance improved from 84.8% before improvement to 98.2%. The satisfaction level of feeding care guidance reached 4.84 points. AI health education guidance reduces maternal fatigue in dealing with newborn problems, making health education guidance more diverse.EX:Figure 1

## GRAPHS AND TABLES

Figure 1

*Prevalence of exclusive breastfeeding in maternal hospitalization(%)*




## DISCUSSION

How to assist mothers to continue breastfeeding has become a major challenge for the health care team. Faced with the separation of mother and baby after delivery and worries about the health of the newborn, it is easy to cause maternal anxiety and depression, which in turn affects the willingness and motivation to breastfeed and continue breastfeeding.

## CONCLUSIONS

Through breastfeeding guidance education and training for nursing staff, one-on-one guidance by dedicated personnel, and AI health education guidance on newborn care, we empower families to provide support, thereby generating a willingness to breastfeed.

## REFERENCES

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