

How Can Utilizing Signage and Technology Help Minimize Interruptions for Postpartum Breastfeeding Mothers?

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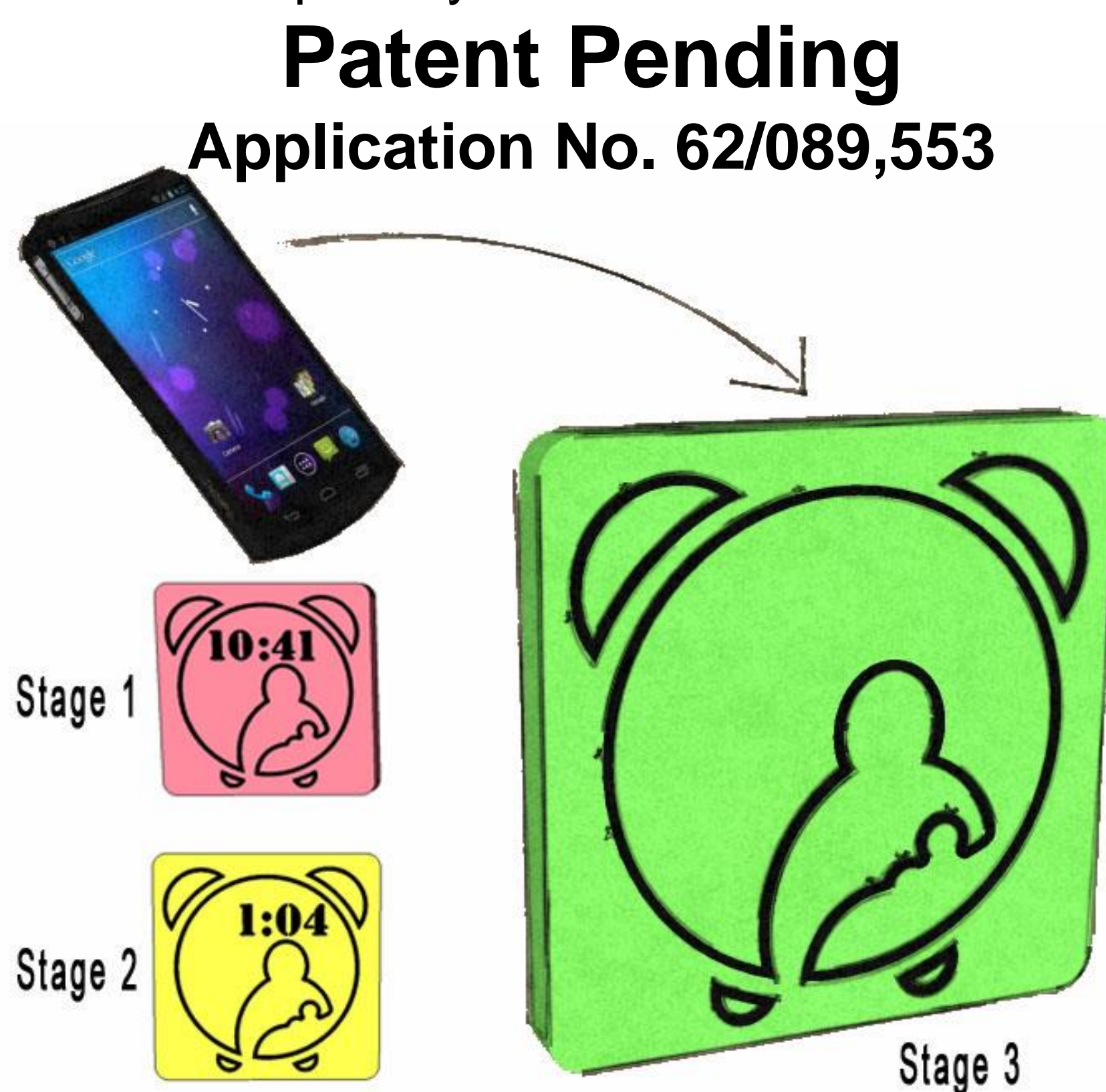
Overview

- Postpartum mothers face numerous interruptions by hospital staff and family while attempting to establish a breastfeeding relationship with their newborn.
- These distractions pose problematic for mothers when the hospital does not foster an environment that is conducive privacy and solitude.

Problem Statement

Studies show:

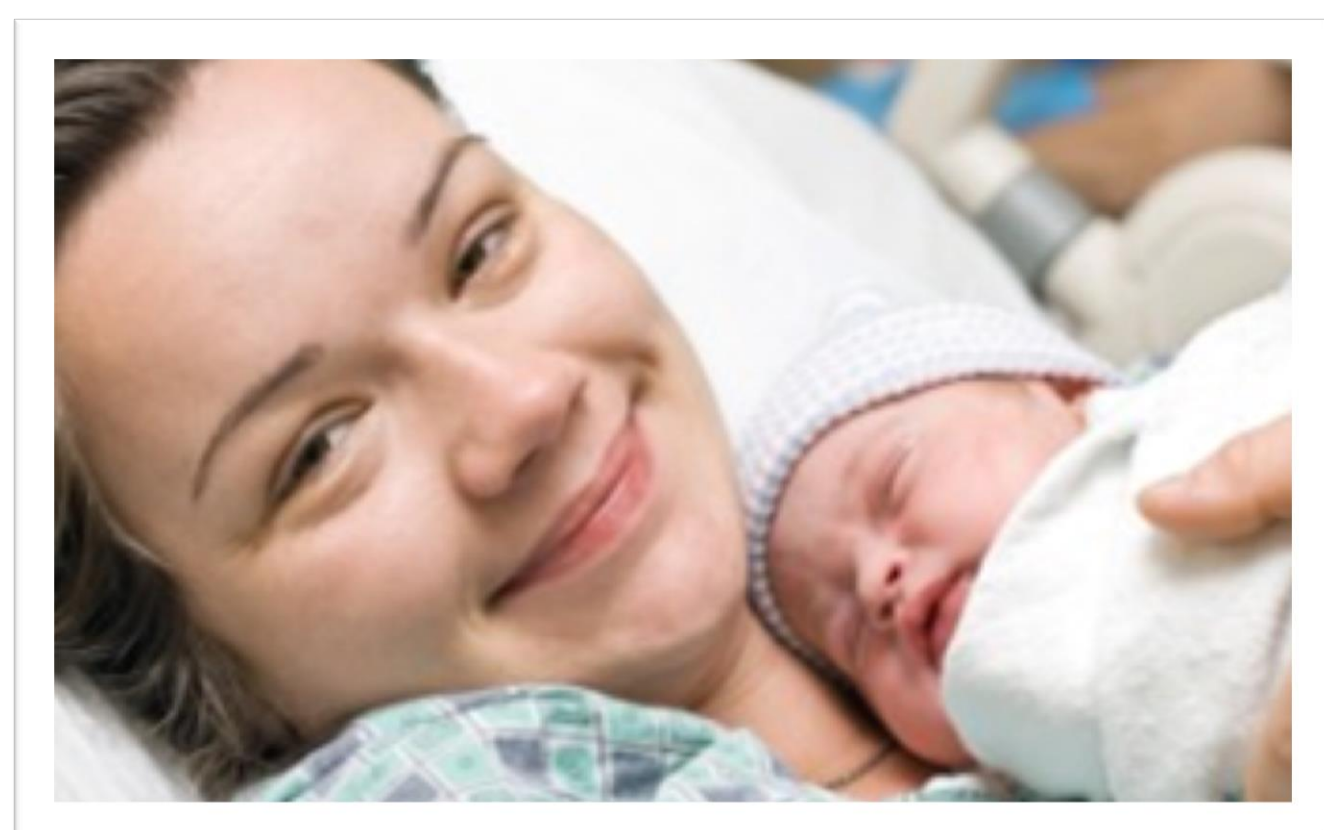
- Interruptions during a 12 hour were logged for 30 dyads totaled over 1500 total disruptions with an average of 17 minutes in length.
- There was an average of 54 interruptions during the 12-hour observation period or a mean of 4.5 interruptions per hour
- One-third of all of the recorded interruptions were the physicians and nursing staff, while 26% were from the father of the newborn, other family members, and outside visitors.



Signage Details

This package would consist of a lighted sign that would be magnetized to the door frame of the hospital room. This sign would connect via Bluetooth technology to an app on a smartphone or tablet belonging to the mother.

- Specifics include:** Session initiated by mother via smartphone, LED panel in sign lights red, yellow or green, digital countdown timer begins, journal component tracks breastfeeding information.



Development Process

- Design conceptualization
- Obtain legal representation
- Consultation with UAH's Office of Technology Commercialization
- Initiate patent process
- Consultation with experts in software development
- Explore prototype development and funding sources
- Consultation with experts in postpartum nursing, nursing administration and lactation
 - Feedback gathered thus far is favorable, supportive and experts report a probable improvement of staff/patient interaction and communication with the use of this technology*

Future Plans

- Develop plans and initiate testing of the prototype with new mothers and nursing staff
- Make appropriate design changes following testing
- Develop mass production strategies
- Develop marketing strategies
- Conduct patient outcomes research to determine breastfeeding success by measuring exclusivity, maternal/infant attachment, patient satisfaction and maternal stress reduction related to use of this technology



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