



# Say Yes to Breastfeeding Initiative

## Defining Future Health Quality Improvement & Patient Safety

### Dr. Mohammed I Khan (Author/Presenter)

Mohammed Al-Jusiman, Steve Phoenix, Mohammed Al- Noimi, Ann Cannby Sharara Hussein, Hani Kilani, Faiza Bahnas, Mariam Sakka, Ali Al-Khater, Hassan Al-Hail, Kelly Radway, Salem shahwani, Sailesh Ravat, Mohd Al-Misnad, Nadia Foukhri, Wafa Mustafa, Jamal Zamer, Tooba Khan, Oneza Riaz, Lubna Abidi, Radiah Labiadh, Shaheen Manzur, Fahmi Omer, Mary Titus, Emad Naji, Maysoon, Elizabeth Macgillivray, Shantama, Hema Charles, Mahmood Ghrada, Moureen Devlin, Edna Victoria, Sidra Basharat, Bushra Ibrahim.

### Background/Introduction:

Imagine that the world invented a new 'dream product' to feed and immunize everyone born on Earth. Imagine it was available everywhere, required no storage or delivery and helped mothers to plan their families and reduce the risk of cancer. Then imagine that the world refused to use it. Towards the end of this century of unprecedented discovery and invention, even as scientists discover the origins of life itself, this scenario is not, alas, a fiction. The 'dream product' is HUMAN BREAST MILK, available to us all at birth, and yet we are not using it.

### Aims & Objectives:

To provide innovative, effective, efficient and compassionate delivery of responsive service to achieve optimal outcomes in the Science of Breastfeeding for healthcare providers, mothers, babies and their families in accordance with international guidelines and protocols, the highest standards of patient safety and confidentiality and to promote breastfeeding for future healthcare improvement and patient care.

### Method:

Through development of high-performing clinical management of breastfeeding and community-based advocacy teams, supported by collaborative partnership to achieve clinical quality, operational efficiency and innovation that result in improvements in patient care resulting in the highest team achievements and successful outcomes. An integrated multidisciplinary approach adopting the **SAY YES TO BREASTFEEDING** initiative can lead towards future healthcare improvement and patient care. Policy makers, healthcare providers and community must act as one.

### Results:

**SAY YES TO BREASTFEEDING**, Qatar's first integrated multidisciplinary management of breastfeeding program, in accordance with international recognized and approved WHO, UNICEF, IBLCE, ILCA (USA), ABM (USA), American Academy of Pediatrics Section on Breastfeeding, Canadian Lactation Consultants Association guidelines and protocols. Only Al Khor Hospital holds lactation management clinics; more than 2,800 mothers have attended the clinic. Training has been provided for numerous physicians and nurses; community awareness sessions, program presentations, international, regional and HMC Star of Excellence honorable mention awards; affiliation with AAP, ILCA, IBLCE, collaboration with Weill Cornell, Qatar University, Calgary University, Qatar Orphan, Primary Health Care Corporation, Qatari Business Women and honored by the Public Health Department, Supreme Council of Health

### Discussion/Conclusion:

Provide competent, compassionate breastfeeding care to mother and baby. Lactation management is a moral enterprise; healthcare providers must be dedicated to providing competent breastfeeding care, with compassion and respect for human dignity and standards of professionalism.

### Sustainability/Replication Potential:

**SAY YES TO BREASTFEEDING** has a sustainability base and replication potential; everyone has a clear vision about breastfeeding. Breastfeeding is fully evidenced by researches, scholarly articles and above all, the Holy Quran.

### Lessons Learned/Critical Success Factors:

Modern formulas are only superficially similar to breast milk. Formulas contain no antibodies, no living cell, no enzymes, no hormones. They contain much more aluminium, manganese, cadmium and iron than breast milk. The proteins and fats are fundamentally different. Formulas do not vary from the beginning of the feed to the end of the feed, or from day one to day seven, or from baby to baby.

### References:

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