

1. Hello, I am Sylvia Jebakani, Senior Nursing Officer in the Neonatal Unit at JIPMER. Today I am going to share with you our QI initiative for improving voluntary milk donation
2. The learning objectives are to understand how
  - To identify an opportunity for a QI initiative
  - Analyze the problem
  - Plan appropriate intervention
  - And study improvement using QI tools
3. Mother's own milk is the best nutrition for her infant. When mother's milk is not available, pasteurized donor human milk is the next best option. We have a comprehensive lactation management center called ATM at JIPMER started in June 2016. Our activities include lactation support, donor human milk collection, storage, processing and dispensing for babies admitted in our hospital. This is our unit and team members
4. While our performance was improving over the years, our average daily collection was 0.8 liters per day -far less than our needs
5. We planned this QI with a SMART aim to increase the **milk donation in ATM** from a baseline average of **0.8L/day** by **50%** or more over a period of **6 months** using QI methods.
6. We made a process map. It helped us to understand about the existing system.
7. We also made a fish bone diagram to identify the barriers for milk donation. These exercises helped us to understand that mothers will be motivated to donate milk if they receive round the clock breastfeeding support, timely counselling and have access to pumping facility in the postnatal ward
8. Our QI was done in 3 phases (baseline, intervention and post-intervention phases).
9. Our first step was to expand the QI team with the help of Nursing superintend. We formed a 3-member micro-team in each of the postnatal wards to offer breastfeeding support and counselling
10. We tracked the volume of milk donated, the number of donors and the volume of milk disbursed from the ATM
11. This was our first change idea. An old store was converted into a cosy pumping area in the postnatal ward.
12. The run chart showed a change. We started receiving more donor milk.
13. Our second change idea focused on improving maternal counselling and making sure that all mothers got sterile pumping accessories.
14. We tracked the outcomes over next four months. A whats app group was used to ensure communication among teams and the daily collection was noted in the NICU census board for daily feedback and action
15. Due to this QI project, our daily milk collection increased from a 0.8 Litres to 1.1 (40% increase).
16. Because of this we were also able to provide pasteurized donor milk to more needy babies.
17. Voluntary milk donation in 2019 was double the previous year

18. In order to sustain the improvement, team motivation and leadership support are essential. Our institution supported us and recognized our achievements. We keep tracking our outcomes to improve our performance
19. So, from this project we learnt how we team identified a project for improvement, analyzed it using process mapping and fish bone diagram, used PDSA methods to introduce change ideas and tracked outcomes. When the change ideas are adopted in the system, the improvement is sustained for long.
20. Thank You.