

Supporting "Mother & Baby-Friendly" Initiatives Through Baby Web Nursery

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Abstract Introduction

Jen-Ai Hospital - Tali was the first hospital in Taiwan to introduce Baby Web Nursery website to help parents bond with their friends and family, as well as hospital staffs. With the advent of various technologies available on the Internet, Jen-Ai Hospital - Tali wanted to come up with innovative ways to provide new services and information about "Mother & Baby-Friendly" initiatives, so that support system can be forged between the hospital & the parents.

Purpose / Methods

Extensive on-line research and study were conducted, before launching this project. Working closely with various departments, Jen-Ai Hospital - Tali is now able to send SMS & MMS messages, provide a message board, 60 photos, 6 videos embedded using YouTube technology and 1 electronic file of the baby that the parents want to share with the public. Information related to "Mother & Baby-Friendly" program, monthly e-newsletters, follow-up visit / phone call related to breastfeeding, etc. are all available on the website.

Results

Baby Web Nursery has now over 2,300 babies to date, with 7,000+ messages received from 43 different countries; 4,000+ photos; 1,000+ YouTube videos; and 100+ electronic files of the babies that are born at the hospital. Members grew from a low of 29.1% of the parents in the beginning to a high of 85.7% in recent months. In 2010, Jen-Ai Hospital - Tali was also honored to be ranked #1 amongst all Taiwan hospitals in "Mother & Baby-Friendly" initiatives.

Conclusions

It is the hope of Jen-Ai Hospital - Tali that all the hospitals in the world will one day offer similar "Mother & Baby-Friendly" services like the Baby Web Nursery website to all parents, as advanced technologies on the Internet becomes the norm in the future. With the continued development of the broadband access and camera phones, various usages in the healthcare setting are anticipated in the near future, so that the relationship between the hospital & its patients can be further developed.

