



ROLE OF
BABY-FRIENDLY
HOSPITAL CARE
IN MATERNAL ROLE
COMPETENCE

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The American Academy of Pediatrics (2012) recommends exclusive breastfeeding for 6 months, with continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant. In the United States, the Baby-Friendly Hospital Initiative designation indicates that a hospital optimally supports breastfeeding through implementation of the *Ten Steps for Successful Breastfeeding* (Baby-Friendly USA, n.d.). A woman's competence in caring for her infant has been implicated as a factor contributing to successful (Aghdas, Talat, & Sepideh, 2014; Tarkka, Paunonen, & Laippala, 1999) and long-term breastfeeding (Aghdas et al., 2014). To our knowledge, no studies of maternal sense of competence after receiving care in a Baby-Friendly hospital environment have been conducted.

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Abstract: The objective of this pilot study was to determine women's perceptions of their levels of maternal role competence at discharge from a Baby-Friendly hospital. A convenience sample of 30 women completed two self-report questionnaires: a demographic questionnaire and the Perceived Maternal Parenting Self-Efficacy scale. Women report that they perceived high levels of maternal role competence with a mean total score of 69.80 (standard deviation = 6.86) out of 80. As women experience breastfeeding in Baby-Friendly hospitals, maternal role competence may develop with appropriate support. <http://dx.doi.org/10.1016/j.nwh.2017.02.006>

Keywords: Baby-Friendly | breastfeeding | maternal role competence | parenting self-efficacy | skin-to-skin

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