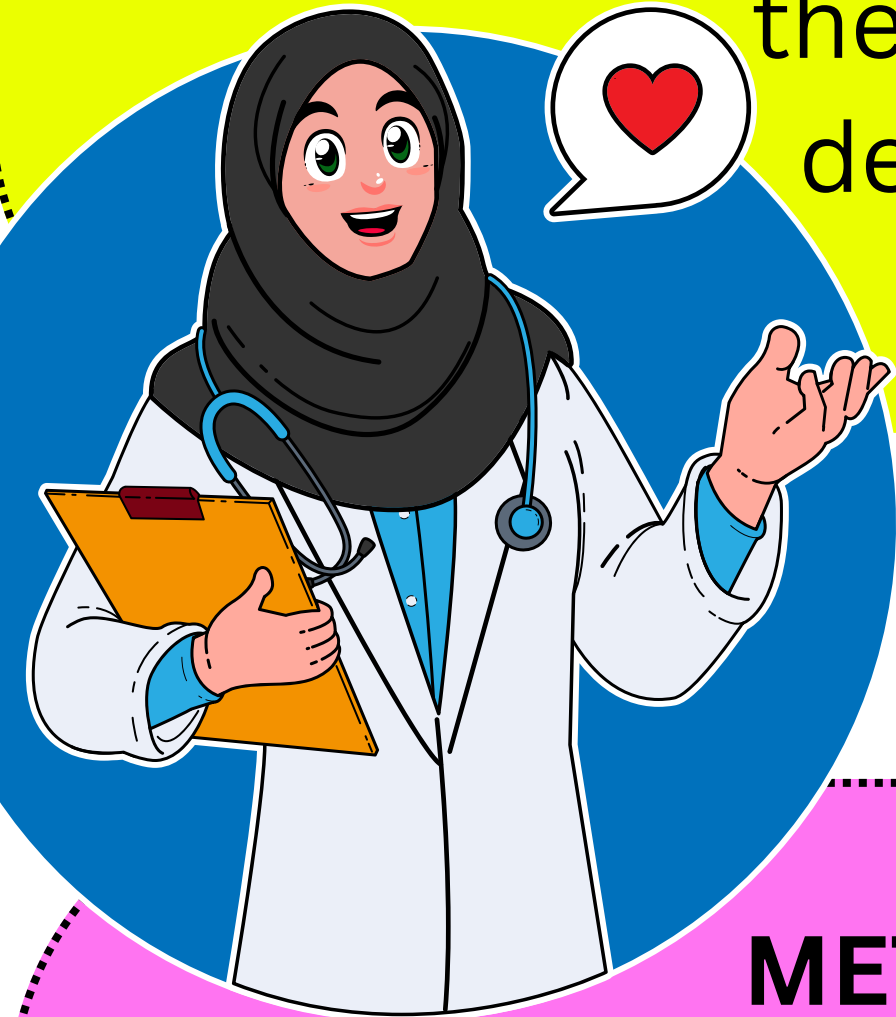


# TALKING TO THE MOST IMPORTANT PERSON IN THE ROOM?

Acting from the heart: sowing seeds of connection & aligning values with practice

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**BACKGROUND:** When babies have verbal interactions, their social growth is nurtured, their toxic stress is reduced and they are acknowledged as sentient beings deserving of social recognition **before, during and after** any clinical interaction.



### METHODS:

1. Team leads capturing NICU Clinicians socially acknowledging babies during clinical rounds.
2. Baseline and first PDSA audits completed.
3. Implementation of communication intervention including staff e-boards, bedside computer screen and instagram posts.

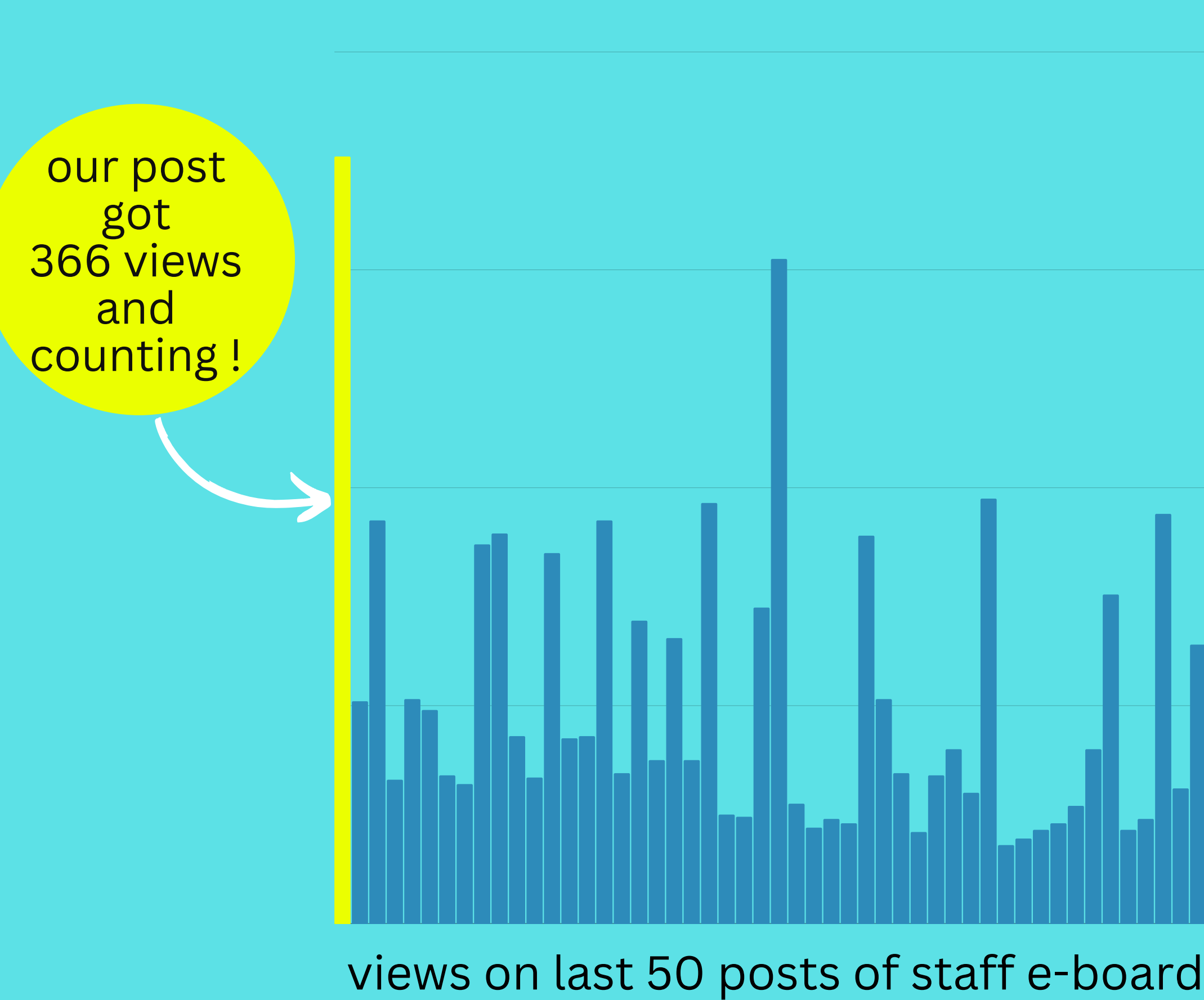
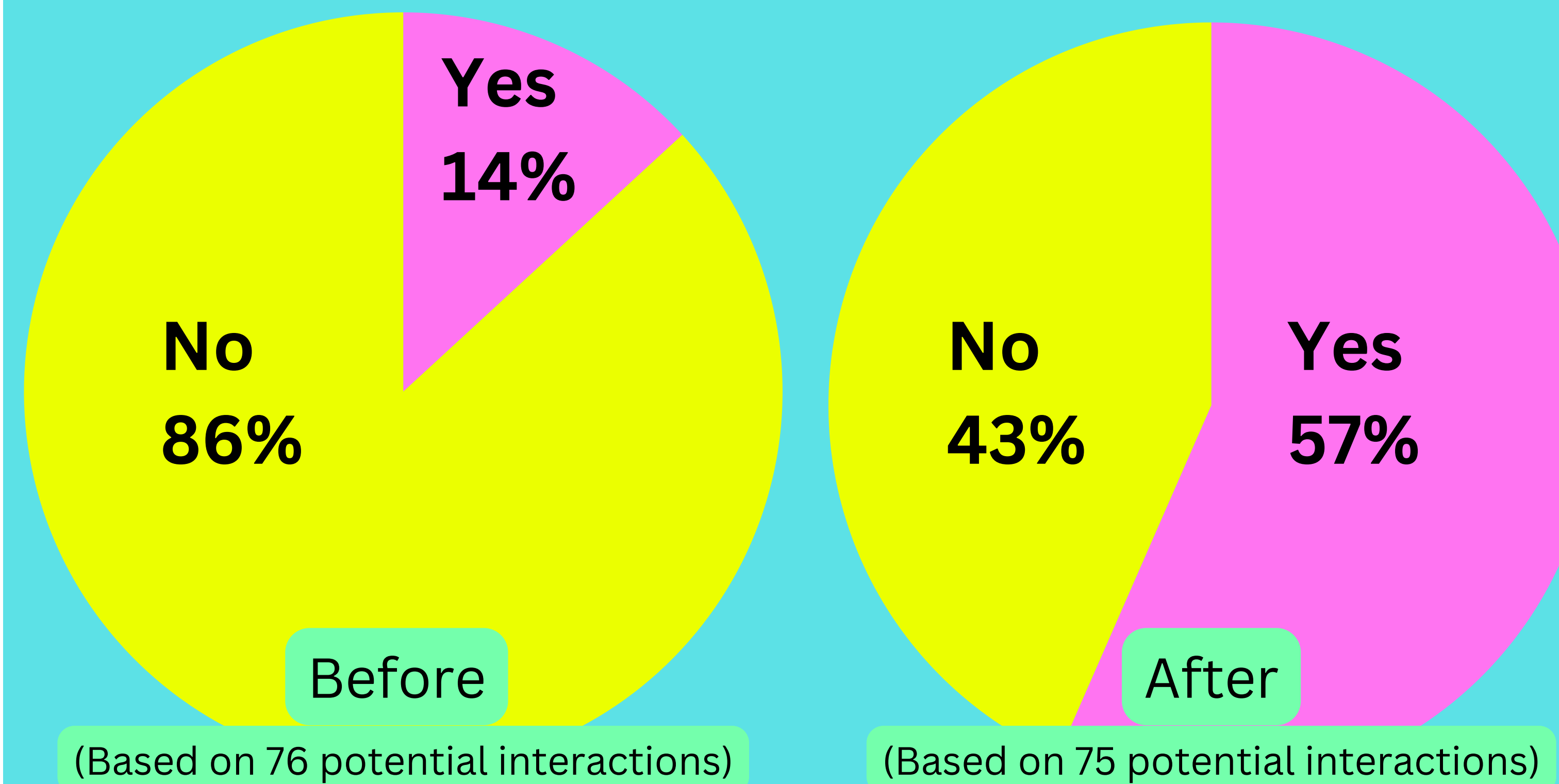
**THINK BEYOND THE NUMBERS:** We often think of brain development as cognitive abilities (and it is!) BUT we need to equally value social and emotional connections and how they impact brain development and quality of life.

“Good morning baby!  
 I got you. You’re not alone. I am here.  
 Mama’s just taking a shower.”



**OVERARCHING AIM:**  
 to improve social interactions with babies in NICU by 30% by end of December 2024

**Outcome Indicator:** are babies acknowledged on rounds?

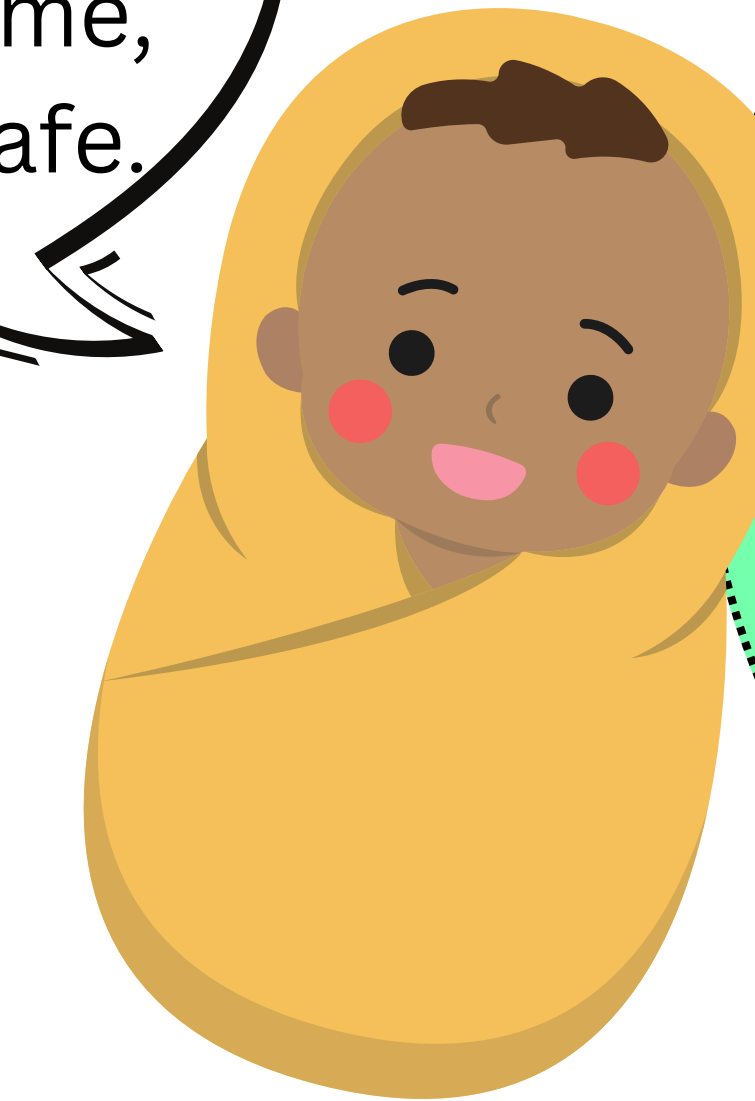


### WHAT'S NEXT- SOWING SEEDS

- Enhance staff understanding of the impact of engaging with babies during routine care
- Our next PDSA cycle, will focus on staff interaction with babies in the unit during clinical care



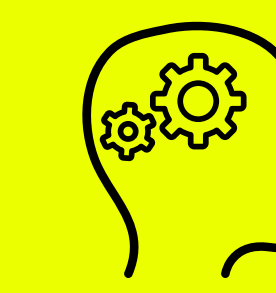
When you talk to me, I feel safe.



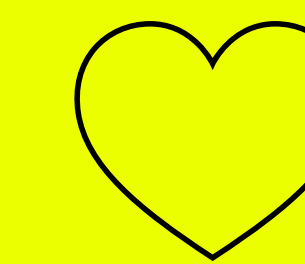
### WHAT WE KNOW

“Early nurturing provides a foundation for social and emotional development.”  
 - Dr Nils Bergman

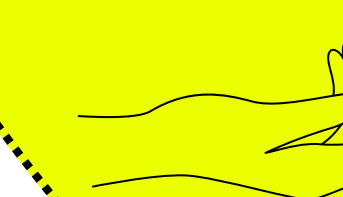
### TEAM ENGAGEMENT



Some healthcare providers had trouble envisioning what verbal acknowledgment would look like during rounds and routine care.



While this PDSA cycle was chosen to engage the whole team, some members voiced concern over its accuracy in capturing real practice. Others, grappled with how they could support this culture change. Either way, there was massive emotional engagement and participation as many team members came forward with questions and ideas.



After only doing our first PDSA cycle, we saw incredible tangible commitment from our team (4x increased social acknowledgement during rounds).

### Resources:

Romeo R, Pezanowski R, Merrill K, Hargrave S, Hansen A. Parent and staff perspectives on the benefits and barriers to communication with infants in the neonatal intensive care unit. *J Child Health Care.* 2023 Sep;27(3):410-423. PMID: 35232268

Sanders MR, Hall SL. Trauma-informed care in the newborn intensive care unit: promoting safety, security and connectedness. *J Perinatol.* 2018 Jan;38(1):3-10. PMID: 28817114

Bergman NJ. The neuroscience of birth--and the case for Zero Separation. *Curatiosis.* 2014 Nov 28;37(2):e1-e4. PMID: 25685896.

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