



Intervention Study to Improve Knowledge and Attitude of Lactating Mother about Breast Feeding In a Rural Area of Hapur

Nitin Kumar Pathak¹, Pankaj Kumar²

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Author's Affiliation:

¹Associate Professor, Dept. of Community Medicine, Rama Medical College Hospital & Research Centre, Hapur; ²Associate Professor, Dept. of Community Medicine, G.S. Medical College, Pilkhuwa, Hapur

Correspondence

Dr. Nitin Kumar Pathak
dr.nitinkumarpathak@gmail.com

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ABSTRACT

Introduction: Breastfeeding is an important public health strategy for improving infant and child morbidity and mortality, improving maternal morbidity, and helping to control health care costs. Breastfeeding is associated with a reduced risk of otitis media, gastroenteritis, respiratory illness, sudden infant death syndrome, necrotizing enterocolitis, obesity, and hypertension. This study was done to assess the knowledge attitude of lactating mothers.

Methodology: A cross-sectional pre and post test KAP, descriptive study was carried out among mothers of children less than two years of age, attitudes, Knowledge towards breastfeeding. An intervention was done by showing a documentary film to lactating mother.

Results: The number of correct responses about Knowledge, attitude, practice increased significantly after the intervention.

Discussion: Statistically significant difference was found between attitude scores and age, employment. Mothers older than 25 years and housewife had more positive attitudes toward breast feeding.

Conclusion: Due to low level of knowledge among Indian lactating mothers, it is important to provide prenatal education to mothers on breast feeding. We also recommend strengthening the public health education campaigns to promote breast feeding

Key Words: Breast Feeding, Lactating Mother, Intervention

INTRODUCTION

The south central Asian region comprising India, Bangladesh and Pakistan has the world's second largest population of children. India is interesting for several reasons. Firstly, neonatal death rate is the highest in the world (43 per 1000 live births). Secondly, despite widespread improvement in access to healthcare and nutrition, there has been stagnation in the decline in child mortality rates in some states during the last decade¹.

Also, the countdown database to track the maternal and child survival rate, as set by the Millennium Development Goal, reported recently that

India's progress is not satisfactory in reducing newborn and child deaths.²

For example, the decline was low or at a moderate level in Kerala, Tamil Nadu, West Bengal, Punjab, Maharashtra and Karnataka, while the high level of stagnation was recorded in Orissa, Uttar Pradesh, Rajasthan and Bihar.³

Breastfeeding is an important public health strategy for improving infant and child morbidity and mortality, improving maternal morbidity, and helping to control health care costs. Breastfeeding is associated with a reduced risk of otitis media, gastroenteritis, respiratory illness, sudden infant

death syndrome, necrotizing enterocolitis, obesity, and hypertension⁴

The World Health Organization (WHO) and United Nations Children's Fund (UNICEF) recommend that every infant should be exclusively breastfed for the first six months of life, with breastfeeding continuing for up to two years of age or longer⁵ Variables that may influence breastfeeding include maternal age, maternal employment, level of education of parents, socio-economic status, insufficient milk supply, infant health problems, maternal obesity, smoking, parity, method of delivery, maternal interest and other related factors⁶

A number of studies have addressed breastfeeding in different parts of India in respect of factors influencing breastfeeding attitudes, Knowledge and practice towards breastfeeding but virtually no data have been reported on breastfeeding among rural area of lactating mothers in Hapur district.

OBJECTIVE

The present study was planned with objective to study knowledge and attitude of breast feeding among lactating mothers and changed in that after intervention.

METHODOLOGY

Dhaulana is one of the village in Hapur District. It is under field practice area of a teaching hospital in Hapur data collected from July 2019

A cross-sectional pre and post test knowledge and attitude, descriptive study was carried out among mothers of children less than two years of age, attitude knowledge towards breast feeding . The intervention was showing an animation film by projector prepared by Bodhi health education⁷ for educating lactating mothers. This documentary film have information points on what is colostrums, when to start, not to give supplementary foods with breast milk attachment methods, importance of breast feeding, how long it should be continued.

Total 98 all lactating mother included in this study from that village with verbal consent given to investigator from the register of anganwadi centre. Respondents were selected via two criteria one given consent for participation and second having bellow two year of breast feeding child.

A predesigned pretested, anonymous questionnaire in local language was used for data collection. The questionnaire was explained to mothers and they were asked to right the answer their own. Questionnaire includes questions related to colo-

strums, importance, duration of breast feeding, benefits of breast feeding etc. Intervention was done after the pre test by showing film, the same questionnaire was again filled by the mothers in post test immediately after the film. The queries were solved immediately after the post test session.

Data analysis was carried out with Statistical Package for the Social Sciences (SPSS) version 18.00.

Ethical approval was obtained from the college ethical committee.

RESULTS

In the present study total 98 lactating mother participated. Mean age of students was 24.96 years. Most of them belong to nuclear family. In Dhaulana village literacy rate was height , only 10 lactating mothers were illiterate while rest were educated more than secondary education . Around 50 percent mother were housewife. About 100 percent mothers visited to primary health centre for consultation and vaccination (Table -1).

More than 60% mothers were aware about importance of breast feeding and methods of breast feeding, this percentage increased significantly after viewing the film (Table 2). A less than 50% mother was having positive attitude about the breast feeding and was increased after intervention significantly. The number of correct responses increased significantly after the intervention. The attitude of mothers about breast feeding was found to be good which again enhanced after intervention (Table 3).

Table- 1: Distribution of lactating mother according to their socio-demographic characteristics

Parameter	Mothers (%)
Age Group	
21-28	Mean-24.98 (21.7)
Type of family	
Nuclear	70 (71.4)
Joint	28 (28.6)
Education	
Illiterate	10 (10.2)
Primary	12 (12.24)
Secondary	48 (48.97)
> Higher Secondary	28 (28.57)
Occupation	
Housewife	50 (51.02)
Service	48 (48.98)
Type of Delivery	
Normal	68 (69.39)
Caesarean	30 (30.61)
Number of ANC visit	
1-3times	58 (59.19)
4-6times	40 (40.81)

Table- 2: Distribution of lactating mothers according to their change in knowledge about Breast feeding.

Questions Asked to Lactating Mothers with correct responses	Pre-test (%)	Post-test (%)	Z value	P value
Is exclusive breastfeeding important?(Yes)	48(49.01)	89(85.29)	3.76	P<0.05
Is colostrum nutritionally beneficial to the child?(Yes)	63 (61.76)	86 (84.31)	3.75	P<0.05
Is it important to initiate breastfeeding within 1 hr. after birth?(Yes)	68 (66.66)	84 (82.35)	2.61	P<0.05
Can exclusive breastfeeding prevent child from diarrhea?(Yes)	63(61.76)	81(79.41)	2.81	P<0.05
Growth patterns of breastfed infants differ from formula fed?(Yes)	67(65.68)	82 (80.39)	2.40	P<0.05
Consuming galactogogues like almonds and fenugreek can improve the milk production?(Yes)	50(49.01)	74 (72.54)	3.54	P<0.05
How long exclusive breast feeding should be continued?(2 Years)	28(27.48)	80(78.43)	9.06	P<0.05

Table- 3: Distribution of Lactating mothers according to their change in attitude about Breast feeding.

Questions Asked to Lactating Mothers with correct responses	Pre-test (%)	Post-test (%)	Z value	P value
Do you think breastfeeding should be on demand?(Yes)	51(48.03)	86(80.39)	6.02	P<0.01
Do you believe in giving pre lacteal feeds to babies?(No)	50(49.01)	90(88.23)	6.14	P<0.01
Should breastfeeding be stopped when child has diarrheal episodes?(No)	49(48.03)	87(85.29)	5.67	P<0.01
Is formula feeding better than breastfeeding?(No)	46(45.09)	82(80.39)	5.08	P<0.01
Do you believe that breastfeeding causes changes in body shape?(No)	22(21.56)	81(79.41)	9.91	P<0.01
Does breastfeeding increases mother child bonding?(Yes)	28(27.45)	80(78.43)	9.06	P<0.01

DISCUSSION

The present study demonstrated good knowledge, attitude, practice among breastfeeding mothers; they hold neutral attitudes toward breastfeed indicating space for improvement.

In the present study about 50% of the mothers were aware about exclusive breast feeding and about 72% were exclusive breast feeders. These findings are supported by previous studies⁸ and higher than a recent studies from India (7.8% and 16.5%)^{9,10}. New Guinea (17%),¹¹ and Nigeria.¹² Further, studies indicate the prevalence of exclusive breastfeeding at six months is generally low in low resource countries and varies from 9%¹³ to 40%⁶.

In a recent evaluation of the Millennium Development Goals (MDGs), exclusive breastfeeding (EBF) for six months was considered as one of the most effective interventions to achieve Millennium Development Goals (MDG-4)¹⁴. However, breastfeeding promotion interventions in developing countries have been shown to result in a six fold increase in exclusive breastfeeding rates at six months.¹⁵

According to Infant and Young Child Feeding (IYCF, 2006) guidelines, Government of India recommends that initiation of breastfeeding should begin immediately after birth, preferably within one hour.¹⁶ Though, majority of the mothers delivered normally and in the hospital, only 66.66% of the mothers stated that they must had initiated breastfeeding within an hour and the knowledge improved after intervention to 82.35% which is significant.

This is higher than the studies conducted from different parts of the world ranging from 6.3% to 31%.¹⁷ On the contrary, few studies demonstrated higher rate of breastfeeding initiation 38%¹⁸, 53%¹⁹ and 72.2%.²⁰ However, the data in various studies in India shows that initiation rates vary from 16 to 54.5%.²¹ These findings indicate health professionals to be made aware about the importance of initiating early breastfeeding is an urgent concern.

Similarly, 68% mothers in the current study felt that they should continue breastfeeding till the age of 2 years and after post test was improved significantly.

This finding is consistent with a recent study that found 75% mothers were aware that they should continue breastfeeding till the age of 2 years.²² and significant difference was observed ($p < .05$). Previous studies also have shown that mothers who do not breastfeed have negative attitudes towards breastfeeding.²³

On the other hand, consonance with previous reports about breastfeeding, most of the mothers in this study agrees that breastfeeding promotes mother-baby bonding.²⁴

A number of studies also enlightened that there are psychological benefits for both mother and infant as the act of breastfeeding is a time of physical contact and closeness which nurtures the bond between the two.^{25,26} In line with previous research, mothers from urban background had higher score on IIFAS and indicate more positive attitudes toward breastfeeding.¹⁰ Maternal education has been described as one of the strongest determinants of

the practice of EBF. This finding is similar to results from Jordan where less educated women were more likely to breastfeed than women of higher education level.²⁷

Statistically significant difference was found between attitude scores and age, employment. Mothers older than 25 years and housewife had more positive attitudes toward breast feeding. This finding is consistent with previous reports that showed high rates of awareness of EBF among older groups²⁸ and housewife²⁵. These findings can be attributed to housewife who can focus on motherhood than working women. Studies have found a direct correlation between positive attitude to breastfeeding.^{29,30} The mothers in the present study had adequate knowledge and neutral attitudes toward breast feeding.

CONCLUSION

Though more than half of mothers have knowledge about importance of breast feeding Colostrum, difference between formula fed and breast fed baby, exclusive breast feeding etc after intervention this figure is significantly increased. After viewing the film a drought of mother also decreased significantly. The number of unanswered question was also decreased indicating decreased unknowingness. The attitude about breastfeeding is also improved after intervention. So to conclude intervention in the form of a film even can make a significant change in knowledge and attitude of lactating as well as pregnant women also.

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