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## Effect of breastfeeding awareness programme on breastfeeding practice among primigravidae mothers

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**Abstract**

The study was done to assess the effect of Breastfeeding Awareness Programme on breastfeeding practice among primigravidae mothers in Trivandrum.

**Objectives:** 1. To assess the effect of Breastfeeding Awareness Programme on breastfeeding practice among primigravidae mothers. 2. To determine the association between breastfeeding practice with selected socio personal variables.

**Methodology:** Quasi experimental research with post test only control group design was used for the study. The settings chosen for the present study were antenatal OPDs, antenatal and postnatal wards of Sree Gokulam Medical College Hospital and Research Foundation, Venjaramoodu. Eighty primigravidae mothers who satisfied the inclusion criteria were selected by convenient sampling. After 36<sup>th</sup> weeks of gestation, Breastfeeding Awareness Programme provided to the subjects in the experimental group while the control group only received routine care. The tools used for data collection were socio personal proforma, clinical data, Breastfeeding Assessment Checklist and standardized LATCH Assessment tool. Post test on 2<sup>nd</sup> postnatal day showed that the breastfeeding practice score was higher in the experimental group ( $38.175 \pm 4.612$ ) than the control group ( $25.125 \pm 7.528$ ) by Breastfeeding Awareness Checklist Score.

**Results:** The findings revealed that there was a highly significant difference ( $p < 0.001$ ) in the breastfeeding practice score of experimental group as compared to control group.

**Conclusion:** The study concluded that antenatal breastfeeding education is an effective way to increase the level of breastfeeding self efficacy, which increases exclusive breastfeeding practice.

**Keywords:** Breastfeeding awareness programme, breastfeeding practice, primigravidae mother

### 1. Introduction

Pregnancy is the substantial time period where a woman is transformed into the role of a mother. It is the preliminary stage for breastfeeding and the point of antenatal breastfeeding counselling<sup>[1]</sup>.

Studies proved that the determination of breastfeeding during antenatal period can prolong the duration of exclusive breastfeeding. Steady inspiration of the mother for breastfeeding advances successful establishment of oxytocin reflex during the period of breastfeeding. The antenatal care additionally requires breast assessment to foresee any inverted nipples in the antenatal clinic<sup>[1]</sup>.

The antenatal period offers the best time to introduce information about breastfeeding to expectant parents, because they may still have adequate time and energy to develop effective coping strategies for the potential problems associated with childbirth and breastfeeding<sup>[2]</sup>.

### 2. Need for the study

American Academy of Paediatrics recognizes mother's milk as the golden standard for healthy neonates and infants' nutrition<sup>[3]</sup>.

Globally only 44% of newborns are put to the breast within the first hour after birth<sup>[4]</sup>. Currently in India only 55% of children are exclusively breastfed<sup>[5]</sup>. As per NFHS 4 in 2017, 64.3% of mothers initiated breastfeeding within one hour. However the survey found that the percentage of exclusive breastfeeding in the first six months has declined from 56% (2003) to 53% (2016) in the southern state<sup>[6]</sup>.

New mothers may lack confidence or practical knowledge regarding breastfeeding. So mothers require support, encouragement and knowledgeable assistance<sup>[4]</sup>.

### 3. Materials and methods

Quantitative research approach of post test only control group design was used in the study.

80 primigravidae mothers who had completed 36 weeks of gestation and came to OPD or antenatal ward of Sree Gokulam Medical College Hospital and Research Foundation, Venjaramoodu and had fulfilled the selection criteria were selected by convenient sampling method.

Variables used in the study were independent variable-Breastfeeding Awareness Programme, dependent variable-Breastfeeding practice of primigravidae mothers and socio personal variables: age, education, occupation, monthly income, religion, type of family, area of living, social support during pregnancy and source of information during pregnancy related to breastfeeding.

Breastfeeding Awareness Programme administered to the subjects in the experimental group for 45 minutes duration regarding breast care, breast self-examination, breast complications and management by video assisted teaching and a session on breastfeeding technique and burping by lecture cum demonstration, while the control group only had received routine care.

Post test was conducted for the experimental and control group on second postnatal day by the tools such as socio personal proforma, clinical data sheet, Breastfeeding Assessment Checklist developed by the researcher and the standardized LATCH Assessment Tool by Jensen, Wallace & Kelsay.

Descriptive & inferential statistics using SPSS was used for the data analysis. Socio personal variables & clinical data was analysed by frequency & percentage distribution. Significant difference in breastfeeding practice was analysed by independent t test and association of breastfeeding practice with selected socio personal variables analysed by Chi square.

#### 4. Results

Socio personal proforma revealed majority of the subjects in the experimental group (65 %) and control group (60%) belonged to the age group of 21-25 years. Majority of the subjects in the experimental group (85%) and control group (80%) were housewives. 37.5% of the subjects in the experimental group and 32.5% of the subjects in the control group belonged to the monthly income of more than ₹20000. More than half of the subjects in the experimental group (60%) and control group (65%) were Hindus. Half (50%) of the subjects in the experimental group and 47.5% of the subjects in the control group belonged to nuclear family. 42.5% of the subjects in the experimental group and 52.5% of subjects in the control group received breastfeeding information during pregnancy.

Clinical data sheet reveals 42.5% of the subjects in the experimental group and 45% of the subjects in the control group belonged to 39-40 weeks of gestation at the time of delivery. More than half (52.5%) of the subjects in the experimental group and 20% in the control group initiated breastfeeding within half an hour. 82.5% of the subjects in the experimental group and 80% in the control group didn't feed formula feeding to their newborns.

During breastfeeding practice majority of the subjects in the experimental group had satisfactory body position and emotional bonding (90%), effective feeding cues (97.5%), feeding pattern (97.5%), elimination pattern (100%) and support during breastfeeding (90%). But the subjects in the control group practiced unsatisfactory hygiene, breast care (95%), body position and emotional bonding (67.5%).

#### 5. Analysis

**Table 5.1:** Mean, Standard deviation in the experimental group & control group based on breastfeeding practice score

Group	Mean	Standard deviation	df	t
Experimental group	38.175	4.612	78	6.904***
Control group	25.125	7.528		

\*\*\* Significant at  $p < 0.001$

Table 5.1 shows that during post-test the mean breastfeeding practice score of experimental group ( $38.175 \pm 4.612$ ) was higher than the control group ( $25.125 \pm 7.528$ ). There was a highly significant difference ( $p < 0.001$ ) in the breastfeeding practice score of experimental and control group by independent t test. So it can be concluded that Breastfeeding Awareness Programme was highly effective on breastfeeding practice.

**Table 5.2:** Mean, Standard deviation in the experimental group & control group based on LATCH Assessment Score

Group	Mean	Standard deviation	df	t
Experimental Group	7.825	1.583	78	6.069***
Control Group	6.27	1.61		

\*\*\* Significant at  $p < 0.001$

Table 5.2 shows that during post-test the mean breastfeeding practice score of experimental group ( $7.825 \pm 1.583$ ) was higher than the control group ( $6.27 \pm 1.61$ ). There was a highly significant difference ( $p < 0.001$ ) in the LATCH Assessment score of experimental and control group by independent t test. So it can be concluded that Breastfeeding Awareness Programme was highly effective on breastfeeding practice.

#### 5.3 Association of breastfeeding practice with selected variables

There was a significant ( $p < 0.05$ ) association between breastfeeding practice with initiation of breastfeeding. Subjects in the experimental group initiated breastfeeding earlier than the control group. But there was no significant association between breastfeeding practice with other selected socio personal variables such as education, monthly income and source of information.

#### 6. Discussion

In the present study during post-test the mean breastfeeding practice score of experimental group ( $38.175 \pm 4.612$ ) is higher than the control group ( $25.125 \pm 7.528$ ). There was a highly significant difference ( $p < 0.001$ ) in the breastfeeding practice score of experimental and control group by independent t test. The results of the study were consistent with the findings of another study conducted on effect of antenatal education on breastfeeding self efficacy among primigravidae mothers in Turkey. The participants in the intervention group had significantly higher mean breastfeeding scores at 1 ( $p < 0.001$ ), 4 ( $p < 0.001$ ) and 8 ( $p < 0.001$ ) weeks postpartum<sup>[9]</sup>.

In the present study during post test the mean breastfeeding practice score of experimental group ( $7.825 \pm 1.583$ ) is higher than the control group ( $6.27 \pm 7.521.61$ ). There was a highly significant difference ( $p < 0.001$ ) in the LATCH Assessment score of experimental and control group by independent t test. The results of the study were also

consistent with the findings of another study conducted on effect of Breastfeeding Empowerment Programme among primigravidae mothers at one University hospital in South India. After delivery, the intervention group had better LATCHES ( $p<0.000$ ), less pain ( $p<0.000$ ), and less breast engorgement ( $p<0.000$ ) than the control group<sup>[8]</sup>.

## 7. Conclusion

Breastfeeding is a motherly act, but it is also an art that is learned day by day. The reality is that almost all women have enough milk for their babies. It is almost always simply a matter of practical knowledge.

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