

Research Article**Effect of Educational Program on Knowledge of Antenatal and Post Natal Women on Breast Feeding****Pallavi Sarji Uthkarsh^{1*}, Girish Balarama², M. S. Rajanna³, Jyoti V.⁴**¹Associate Professor, Department of Community Medicine, Sree Siddharta Medical College, Tumkur, Karnataka, India²Assistant Professor, Department of Community Medicine, Sree Siddharta Medical College, Tumkur, Karnataka, India³Professor, Department of Community Medicine, Sree Siddharta Medical College, Tumkur, Karnataka, India⁴Medico social worker, Department of Community Medicine, Sree Siddharta Medical College, Tumkur, Karnataka, India***Corresponding author**

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Abstract: Though breast milk is the best nutrition for the new borns, because of lot of misconception mothers resort to alternate feeding which needs to be addressed to assess the perception of mothers on breast feeding before and after an breast feeding awareness program. A cross sectional study was carried out in the rural practice area of Siddharta medical college during the month of September. The study included antenatal women attending the PH and anganawaadi in the study area. Nearly 50% of mothers showed change in their perception on importance of early initiation, correct duration of exclusive feeding. Nearly 75% showed change in their perception on ensuring adequacy of breast milk. More than half of them well perceived the concept of expressed milk. In conclusion, perception of to be mothers on breast feeding can be changed positively after an brief awareness program.**Keywords:** Breast feeding, Education, Knowledge, Karnataka

INTRODUCTION

Human milk is recognized worldwide as the ideal nutrient for the newborn child [1]. It is highly nutritious. It provides all the necessary elements that are essential for infant health during the first 6 months of the life and thereafter [1-3]. Breastfeeding is beneficial both for the child and mother, which is cheap, clean, accessible and safe. Breastfeeding promotes the immunity of the infant and also enhances survival [1, 2]. It has been reported that the rate of exclusive breastfeeding in India is 33% [4]. Breastfeeding is a natural way of feeding to a new born baby. There is lot of misconception regarding this practice, because of which women resort to an early alternate feeding. Common reasons to stop breast feeding were assumption of inadequate milk and need of working outside home.

Current study as a part of world breast feeding week celebration intends to bring a positive perception on breast feeding among prospective and new mothers and hence clear the minconceptions and promote breast feeding practice.

Objective

To study the effect of brief educational program on knowledge of antenatal and post natal women on breast feeding.

MATERIALS AND METHODS**Study area**

Two PHCs (Nagavalli and Goolur), which are field practice area of Sri Siddharta Medical College.

Study population

Participants for the program were antenatal and post natal women attending the antenatal and immunization clinic of Nagavalli and Goolur PHCs. Study was done during the month of September.

METHODOLOGY

As part of world breast feeding week celebration we devised a breast feeding promotional educational program, addressing key factors of breast feeding i.e. early initiation, importance of colostrums, frequency and duration of feeding, ensuring the adequacy of milk and how to increase the breast milk, techniques of milk expression and storage in case mother had to go for work.

Content was delivered through a role play of 20 min, which was written and directed by one of the author (PSU) in a local language. Role play had different scenes to cover important topics (as mentioned above) on breast feeding. Each scene was interrupted with a small musical instrument to grab attention of

audience, and one of the team members used to emphasize the message of the scene and asked the participants to repeat the message.

This was followed by photos projected on the wall using a portable LCD, in a side room attached to PHC to illustrate, good latching, positioning of baby during feeding, feeding the twins, method of expression (slides taken from UNICEF website). Each photograph was projected on the wall and participants were asked to explain the message in those photographs, which was followed by explanation through one of the team member.

Before the educational program all the women were informed and with their consent one to one interview were done in a local language using a semi structured questionnaire and the same instrument is used to interview them after the program. Nearly 50 women were there in pre-test session and during the educational program but for the post-session interview only 38 women were there. So the data analysis was done only for 38 participants.

Data was assessed using SPSS 15 software. Mc Nemars chi square test was used to find the significance in the change in knowledge.

RESULTS

Among 38 women participated in the study, except three all were literates. All were belonging to lower socio economic class and residents of the same village where the study was done. In this study nearly 30% were Muslims and the rest all were Hindus.

Before the educational program on breast feeding promotion more than 50% of participants were not aware of importance of colostrum (Table 1), frequency of feeding, ensuring adequacy of breast milk to the baby, and benefits to the mother because of breast feeding but in contrast many knew benefits of breast milk to the child (Table 2)

Majority i.e. more than 80% were not aware before the educational program about expressed milk, milk expression technique, storage and feeding of expressed milk which significantly improved after the educational program (Table 3).

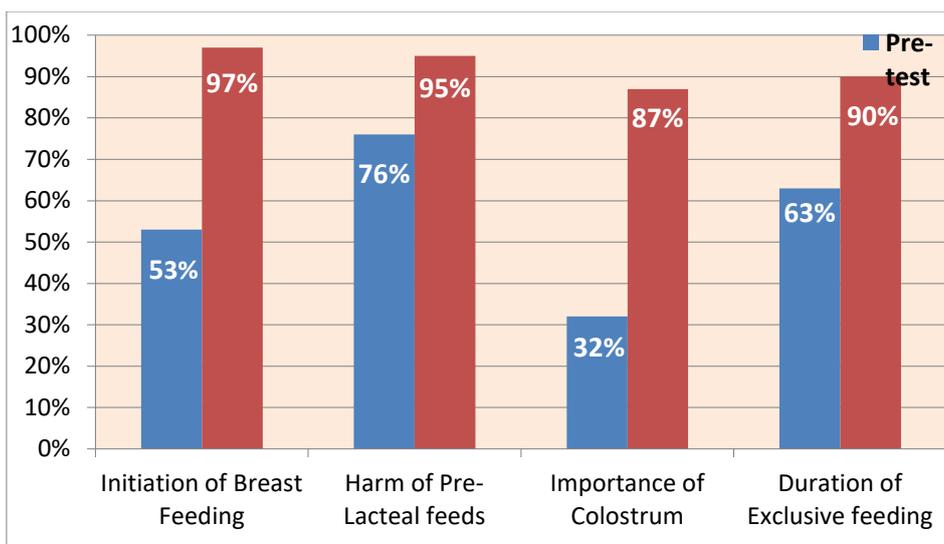


Fig. 1: Knowledge of ante-natal and post-natal mothers on breast feeding before and after an educational program

Table 1: Knowledge of initiation of breast feeding & pre-lacteal feeds among mothers

Sl. No	Topics	Pre test	Post test	p value
		Number (%)	Number (%)	
1	Initiation of breast feeding	20 (52.63%)	37 (97.36%)	0.000
2	Harm of Pre-lacteal feeds	29 (76.32%)	36 (94.74%)	0.016
3	What is colostrum	2 (5.26%)	31 (81.57%)	0.000
4	Importance of colostrum	12 (31.58%)	33 (86.84%)	0.000

* p value less than 0.05 is significant.

Table-2: Knowledge of benefits & importance of breast feeding among mothers

Sl. No.	Topics	Pre test	Post test	p value
		Number (%)	Number (%)	
1	Duration of Exclusive Breast feeding	24 (63.16%)	34 (89.47%)	0.002
2	Frequency of feeding	14 (36.84%)	26 (68.42%)	0.000
3	Ensuring adequacy of breast milk	19 (50%)	34 (89.47%)	0.000
4	Importance of night feeding	30 (78.94%)	34 (89.47%)	0.25
5	Benefits of Breast Feeding to child	36 (94.73%)	37 (97.36%)	0.25
6	Benefits of Breast Feeding to mother	16 (42.10%)	36 (94.73%)	0.000
7	Duration of Breast feeding	30 (78.94%)	38 (100%)	0.008

* p value less than 0.05 is significant.

Table 3: Knowledge of breast milk expression among mothers

Sl. No	Topics	Pre test	Post test	p value
		Number (%)	Number (%)	
1	Breast feeding arrangements if started to work before 6 months	6 (15.78%)	31 (81.57%)	0.000
2	Breast milk expression technique	6 (15.78%)	30 (78.94%)	0.000
3	Breast milk storage & feeding	8 (21.05%)	36 (94.73%)	0.000

* p value less than 0.05 is significant.

DISCUSSION

Health education is any combination of learning experiences that is designed in order to help individuals and communities for improving their health status by increasing their knowledge or influencing their attitudes [5].

During Antenatal and postnatal period, women are more receptive towards information concerned towards child health. Hence this program was planned to target both antenatal and postnatal women attending the primary health centre as a part of world breast feeding week celebration to promote breast feeding practice by influencing their knowledge.

Though current study limitation is a very small sample, it shows a well planned educational program brings a significant change in knowledge and hence probably may increase breast feeding practices.

In the present study nearly 53% of mothers knew that breastfeeding should be initiated within 1 hour which is less compared to study from Ekambaram *et al.* (84%) [6] and more compared to study from Choudhary *et al.* (10%) [7] and Vandana H *et al.* [8]. This difference may be attributed to educational status of participants and reach of mass media messages. After the educational program this increased to 97% which is significant which is similar to other studies [9, 10].

It is recommended that exclusive breastfeeding should be practiced for 6 months [11]. In our study 63.1% of the mothers knew that exclusive breastfeeding must be for 6 months which is higher compared to other studies [6]. This difference may be due to the cultural belief.

Common reason for early resorting to feeds other than breast milk was perception of not having adequate milk [11, 12]. In our study, only half of mothers knew how to ensure adequacy of breast milk, stressing the probable importance of periodic counseling of mothers to ensure that they have adequate milk.

In the present study, though majority of participants (94.8%) were aware of benefits of breast milk to their babies but only 42% knew about the benefits of breast feeding to the mothers.

Teaching the techniques of expressing, storage and feeding the expressed milk will support in prolonging duration of breast feeding even among working mothers. But in our study only 15.7% were aware of expression and storage of breast milk.

CONCLUSION

Women (ante-natal and post-natal), though had some knowledge about breast feeding, this short planned educational activity combining role play and pictorial presentation improved their perception regarding breast feeding.

Acknowledgements: Dr Imtiaz, Dr Shwetha , post graduates SSMC and Dr Rajesh, assistant professor SSMC.

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