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I, Neha Frederick declare that the thesis entitled “Effectiveness of a comprehensive breastfeeding promotion program on breastfeeding self-efficacy, practices and outcomes among primigravid mothers – A Randomized Controlled Trial” is my own work conducted under the supervision of Dr. Lekha Viswanath at Himalayan College of Nursing, Swami Rama Himalayan University, Dehradun, approved by the Departmental Research Committee (DRC) on 12 February 2020.

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This is to certify that Neha Frederick in the department of Nursing in this University has fulfilled the requirements prescribed for the Ph.D. degree of Swami Rama Himalayan University, Dehradun.

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Clearance was obtained from the University Ethics Committee for carrying out the study (SRHU/HIMS/ETHICS/2022/233).

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**EFFECTIVENESS OF A COMPREHENSIVE
BREASTFEEDING PROMOTION
PROGRAM ON BREASTFEEDING
SELF-EFFICACY, PRACTICES AND
OUTCOMES AMONG PRIMIGRAVID
MOTHERS – A RANDOMIZED
CONTROLLED TRIAL**



**Thesis Submitted In Partial Fulfillment of The Award
of Degree of Doctor of Philosophy
in Nursing Sciences**

**SUBMITTED BY
NEHA FREDERICK**

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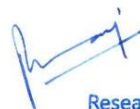
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MOTHERS –
A RANDOMIZED
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TRIAL**

Submitted by

Neha Frederick

For the Degree of

Doctor of Philosophy in

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ABSTRACT

Introduction

Breast milk is the complete and best nutrition of all the babies. Both mothers and newborns can benefit from breastfeeding in terms of health. Additionally, breastfeeding can assist mothers and the baby ward off several ailments and disorders. The present study focuses on developing a breastfeeding promotion program specifically for the primigravid mothers of Uttar Pradesh. The objectives of the study to assess the breastfeeding knowledge practices and problems related to breastfeeding among the postnatal mothers and to assess the effectiveness of the comprehensive breastfeeding promotion program on breastfeeding self-efficacy, practices and outcomes among primigravid mothers.

Materials & Methods

The present study was conducted in two phases. In phase I, exploratory approach with cross-sectional survey design was adopted to identify the breastfeeding knowledge, practices and problems of the postnatal mothers. Quota sampling technique was adopted to select a sample of 400 mothers from the immunization clinics of the four maternity hospitals (100 mothers from each hospital). The intervention comprehensive breastfeeding promotion program was developed on the basis of this need assessment survey. In phase II, an experimental study was conducted to test the effectiveness of the intervention on breastfeeding self-efficacy, practices and outcomes among the primigravid mothers. 100 primigravid mothers (50 in experimental group and 50 in control group) who were within the gestational period of 28 to 34 weeks were selected from the antenatal clinic following the concealed random assignment technique. The samples in the experimental group received comprehensive breastfeeding promotion program in two different sessions along with routine care. Each session lasted for 15-20 minutes followed by a follow-up session. The samples in the control group received only routine care. Both the groups were followed in the postpartum period and the

breastfeeding self-efficacy, practices and outcomes were assessed on third day postpartum, at 6 weeks and at 6 months.

Results

The result of the study shows that [99(24.8%)] mothers had poor breastfeeding knowledge, [266(63.7%)] mothers had average breastfeeding knowledge and only [46(11.5%)] mothers had good breastfeeding knowledge. The least score of knowledge was identified for the section on breastfeeding promotion and techniques (0.98 ± 0.49) with mean% = 32.6. The maximum score on knowledge was noted for the section benefits of breastfeeding (2.16 ± 0.74) with mean% = 54.0. The present study also identified that out of 400 mothers, 55.8% mothers initiated breastfeeding after 24 hours and 44% mothers initiated breastfeeding between 2-24 hours. 228(57.0%) mothers offered colostrum to their babies. 88(22.0%) mothers were giving only breast milk to the babies while 249(62.3%) mothers were offering mixed feeds and 63(15.7%) mothers were giving formula feeds to their babies. Inadequate breast milk production remained the identified cause for not following exclusive breastfeeding. Feeling of tiredness, latching difficulties and inadequate breast milk production were the major breastfeeding problems reported by the mothers at 6 weeks, 10 weeks and 14 weeks postpartum.

Significant variations between the groups were discovered ($p < 0.001$) on third day, at 6 weeks and at six months postpartum in relation to self-efficacy in breastfeeding, practices and outcomes among primigravid mothers. Therefore, it was concluded that the intervention comprehensive breastfeeding promotion program was very effective.

Conclusion

Breastfeeding is an important step in achieving proper growth and development of the babies. The present study shows that comprehensive breastfeeding promotion program is effective in improving the breastfeeding self-efficacy, practices and outcomes among the

primigravid mothers. So, such comprehensive interventions need to be adopted as a measure to promote and improve breastfeeding practices.

Keywords

Breastfeeding promotion program, Breastfeeding knowledge, Breastfeeding practices, Breastfeeding self-efficacy, Breastfeeding outcomes, Primigravid mothers

TABLE OF CONTENTS

SI.No.	Title	Page No.
1.	Declaration by the student	i
2.	Certificate by supervisor	ii
3.	Certificate for plagiarism	iii
4.	Plagiarism report	vi-xvii
5.	Certificate for successful completion of viva-voce of PhD	xviii
6.	Undertaking for submission of PhD Thesis	ix
7.	Acknowledgement	xx-xxi
8.	Abstract	xxii-xxiv
9.	Table of contents	xv-xxix
10.	List of tables	xxx-xxxi
11.	List of figures	xxxii-xxxiv
12.	Chapter 1 - Introduction	1-17
	Introduction	1-12
	Background of the study	2-6
	Need for the study	7-8
	Research statement	8
	Objectives	9
	Hypotheses	9
	Operational definitions	10-11
	Conceptual framework	11-16
	Delimitations	16
	Chapter summary	17

13.	Chapter 2 - Review of Literature	18-49
	Prevalence and outcomes of breastfeeding	19-20
	Theories of breastfeeding	20-22
	Breastfeeding problems	23-26
	Breastfeeding self-efficacy	26-29
	Breastfeeding practices	29-32
	Breastfeeding interventions	32-34
	Breastfeeding outcomes	34-37
	Barriers of breastfeeding	37-40
	Mothers' experience regarding breastfeeding	41-44
	Mother-infant bonding/interactions	44-46
	Factors affecting breastfeeding	46-49
	Chapter summary	49
14.	Chapter 3 – Materials & Methods	50-69
	Methodology of Phase I	50-53
	Research approach & design	50
	Variables	50
	Setting	51
	Population	51
	Sample	52
	Sample size	52
	Sampling technique	52
	Inclusion criteria	53
	Exclusion criteria	53
	Methodology of Phase II	53-56
	Research approach & design	53-54

	Variables	54
	Setting	54
	Population	55
	Sample	55
	Sample size	55
	Sampling technique	56
	Inclusion criteria	56
	Exclusion criteria	56
	Tools for data collection	56-57
	Description of tools	57-59
	Validity	59
	Pretesting of tools	60
	Reliability	60-61
	Development of intervention program	61-64
	Ethical consideration	64
	Pilot study	64-65
	Procedure for data collection	65-67
	Plan for data analysis	68-69
	Chapter summary	69
15.	Chapter 4 – Analysis & Interpretation of Data	70-132
	Section 1 – Background information of the postnatal mothers	71-73
	Section 2 – Breastfeeding knowledge of the postnatal mothers	73-76
	Section 3 –Practices of the Postnatal Mothers Related To Breastfeeding	77-87
	Section 4 – Problems of the Postnatal Mothers Related To Breastfeeding	88-89

	Section 5 - Background information of the primigravid mothers	90-91
	Section 6 – Comparison of breastfeeding self-efficacy between experimental and control group	92-94
	Section 7 a - Comparison of breastfeeding practices between experimental and control group on the third day postpartum	95-98
	Section 7 b - Comparison of breastfeeding practices between experimental and control group.	99-106
	Section 8 - Comparison of breastfeeding outcomes between experimental and control group	107-112
	Section 9 - Comparison of breastfeeding experiences between experimental and control group	113-115
	Additional Analysis – Practices of the primigravida and multigravida mothers related to breastfeeding	116-124
	Problems of the primigravida and multigravida mothers related to breastfeeding	125
	Comparison of breastfeeding self-efficacy on the basis of the type of delivery	126
	Comparison of breastfeeding practices on the basis of the type of delivery on the third day postpartum	127-128
	Comparison of breastfeeding practices on the basis of the type of delivery at 6 weeks postpartum	128-129
	Comparison of breastfeeding practices on the basis of the type of delivery at 6 months postpartum	130-131
	Comparison of breastfeeding outcomes on the basis of the type of delivery at 6 months postpartum	132
16.	Chapter 5 - Discussion	133-145
	Discussion of the study	133-144
	Strength of the study	144-145
	Limitations	145

	Summary	145
17.	Chapter 6 – Conclusion	146-151
	Conclusion	146-148
	Implications	148-150
	Recommendations	150-151
18.	Chapter 7 – Summary	152-157
19.	References	158-178
20.	Appendices	A-1 to A-54

LIST OF TABLES

SI.No.	Title	Page No.
1.	Reliability coefficient correlation (r) of the tools	60-61
2.	Distribution of the postnatal mothers based on background information	72
3.	Range, mean, standard deviation and mean % score of postnatal mothers regarding breastfeeding knowledge	75
4.	Distribution of samples based on specific knowledge regarding breastfeeding	76
5.	Distribution of the postnatal mothers based on the type of delivery and time of initiation of breastfeeding	79
6.	Distribution of the postnatal mothers based on the specific practices related to breastfeeding (present breastfeeding status)	83
7.	Distribution of the postnatal mothers based on the specific practices related to breastfeeding (feeding method)	86
8.	Distribution of the postnatal mothers based on the problems related to breastfeeding at different intervals of time	88-89
9.	Background information of the primigravid mothers	90-91
10.	Breastfeeding self-efficacy scores of primigravid mothers	94
11.	Comparison of observed breastfeeding practices between the groups on third day postpartum	96
12.	Comparison of samples regarding breastfeeding practices between the groups on third day postpartum	99-101
13.	Comparison of samples regarding breastfeeding practices between the groups at 6 weeks postpartum	103-104
14.	Comparison of samples regarding breastfeeding practices between the groups at 6 months postpartum	105
15.	Comparison of samples regarding breastfeeding outcomes between the groups at different intervals of time	107-108

16.	Comparison of samples regarding breastfeeding practices at 6 weeks postpartum	128-129
17.	Comparison of samples regarding breastfeeding practices at 6 months postpartum	130
18.	Comparison of samples regarding breastfeeding outcomes on the basis of type of delivery	132

LIST OF FIGURES

Sl.No.	Caption	Page No.
1.	Conceptual framework based on Breastfeeding Self-Efficacy Theory	16
2.	Schematic representation of CBPP	62
3.	Schematic representation of the study based on CONSORT diagram	67
4.	Pie-diagram showing distribution of postnatal mothers based on breastfeeding knowledge	74
5.	Pie-diagram showing distribution of postnatal mothers based on time of initiation of breastfeeding	77
6.	Bar graph showing various reasons of mothers for delay in initiating breastfeeding	78
7.	Pie-diagram showing distribution of postnatal mothers based on colostrum feeding	80
8.	Bar graph showing various reasons of postnatal mothers for not offering colostrum	81
9.	Pie-diagram showing distribution of postnatal mothers based on breastfeeding status	82
10.	Bar graph showing various reasons of postnatal mothers for not breastfeeding the baby at different intervals of time	84
11.	Pie-diagram showing distribution of postnatal mothers based on feeding method	85
12.	Pie-diagram showing distribution of postnatal mothers based on use of food items taken by the mothers to enhance breast milk production	86
13.	Bar graph showing various food items taken by the mothers to enhance breast milk production	87
14.	Bar diagram showing breastfeeding self-efficacy of	92

	postnatal mothers on the third day postpartum ⁹⁵	
15.	Distribution of primigravid mothers in experimental and control groups based on the observed breastfeeding practices (Bristol Breastfeeding Assessment Scale) on third day postpartum	95
16.	Distribution of mothers in the experimental group based on the specific aspects of breastfeeding practices (Bristol Breastfeeding Assessment Scale)	97
17.	Distribution of mothers in the control group based on the specific aspects of breastfeeding practices (Bristol Breastfeeding Assessment Scale)	98
18.	Frequency distribution of primigravid mothers regarding breastfeeding problems on the third day postpartum	109
19.	Frequency distribution of primigravid mothers regarding breastfeeding problems at 6 weeks postpartum	110
20.	Frequency distribution of primigravid mothers regarding breastfeeding problems at 6 months postpartum	111
21.	Percentage distribution of primigravid mothers based on their breastfeeding experience at 6 months postpartum	113
22.	Percentage distribution of primigravid mothers based on their feeling regarding breastfeeding at 6 months postpartum	114
23.	Percentage distribution of primigravid mothers based on their overall breastfeeding experience at 6 months postpartum	115
24.	Pie-diagram showing distribution of primigravid mothers based on their breastfeeding knowledge	116
25.	Pie-diagram showing distribution of multigravid mothers based on their breastfeeding knowledge	117
26.	Distribution of primigravid mothers and multigravid mothers based on the time of initiation of breastfeeding	118
27.	Bar diagram showing various reasons of primigravid	119

	and multigravida mothers for delay in breastfeeding initiation	
28.	Distribution of primigravid and multigravid mothers based on colostrum feeding	120
29.	Bar diagram showing various reasons of primigravid and multigravida mothers for not offering colostrum	121
30.	Distribution of primigravid and multigravid mothers based on breastfeeding status	122
31.	Bar diagram showing various reasons of primigravid and multigravida mothers for not breastfeeding the baby	123
32.	Distribution of primigravid and multigravid mothers based on feeding method	124
33.	Distribution of primigravid and multigravid mothers based on problems related to breastfeeding	125
34.	Bar diagram showing breastfeeding self-efficacy of primigravid mothers on third day postpartum based on the type of delivery	126
35.	Bar diagram showing the distribution of primigravid mothers based on the type of delivery related to observed breastfeeding practices on the third day postpartum	127