

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