

Knowledge and Attitude Towards Importance of Exclusive Breastfeeding Among Primi Mothers Admitted in Maternity Hospital at Puducherry

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Abstract

Background: Breastfeeding is widely recognized as the recommended method of infant feeding worldwide. Exclusive Breastfeeding as the optimal feeding regime for children. Exclusive breastfeeding refers to feeding the infant only breast milk—nothing else, not even water—for six months, followed by continued breastfeeding with appropriate complementary feeding up to and beyond two years of age.

Aim: This study was aimed to assess the knowledge and attitude towards importance of exclusive Breastfeeding among Primi mothers admitted at Maternity Hospital, Puducherry.

Methodology: A Quantitative Descriptive research design was used. 30 Mothers were selected by using Purposive Sampling Technique who fulfilled the inclusion criteria and who were available during the period of data collection at selected Maternity Hospital, Puducherry. Data was collected by using Semi Structured questionnaire.

Result: The study result found that 22(73%) having Moderate knowledge, 8(27%) having Adequate knowledge and the present study found that 26(87%) having Positive attitude, 4(13%) having Negative attitude towards exclusive breastfeeding among Primi mothers. Association between the selected demographic variables of knowledge on exclusive breastfeeding among Primi mothers. It was statistically found that there is no significant association between knowledge on exclusive breastfeeding among Primi mothers and selected demographic variables. Association between the selected demographic variables towards attitude on exclusive breastfeeding among Primi mothers. It was statistically found that there is no significant association between Attitude towards exclusive breastfeeding among Primi mothers and selected demographic variables.

Conclusion: The study concluded Majority of had Moderate knowledge on exclusive Breastfeeding and Positive attitude towards exclusive Breastfeeding. Education regarding breastfeeding should be given to all Primi mothers to improve their knowledge and attitude of breastfeeding which may aid in reducing infant and child morbidity and mortality rates.

Keywords: Exclusive breastfeeding, Primi mothers, Knowledge and attitude.

INTRODUCTION

“Breastfeeding is Not a Choice, It’s a Responsibility”

Breastfeeding is widely recognized as the recommended method of infant feeding worldwide. Exclusive breastfeeding as the optimal feeding regime for children. Exclusive breastfeeding refers to feeding the infant only breast milk—nothing else, not even water—for six months, followed by continued breastfeeding with appropriate complementary feeding up to and beyond two years of age.(1)

Breast milk is the natural first food for babies, it provides all the energy and nutrients that the infant needs for the first months of life, and it continues to provide up to half or more of a child’s nutritional needs during the second half of the first year, and up to one-third during the second year of life. Breast milk promotes sensory and cognitive development, and protects the infant against infectious and chronic diseases. Exclusive breastfeeding reduces infant mortality due to common childhood illnesses such as diarrhoea or pneumonia, and helps for a quicker recovery during illness. While breastfeeding is a natural act, it is also a learned behaviour. An extensive body of research has demonstrated that mothers and other caregivers require active support for establishing and sustaining appropriate breastfeeding practices. WHO and UNICEF launched the Baby-Friendly Hospital Initiative (BFHI) in 1992, to strengthen maternity practices to support breastfeeding. The BFHI contributes to improving the establishment of exclusive breastfeeding worldwide and, coupled with support throughout the health system, can help mothers sustain exclusive breastfeeding. (2).

Exclusive breast feeding is the protection against gastro-intestinal infections, pneumonia and neonatal sepsis which is observed not only in developing but in developed countries also. The risk of mortality due to diarrhoea and other infections increases in infants who are either partially breastfed or not breastfed at all. Exclusive breast feeding is also integral part of the reproductive process with important implication for the health of mother. (3)

Breast feeding is the most important thing for every mother. It is the unique experience to be cherished. Sometimes certain simple problems faced by the mothers results in stoppage of the breast feeding or started giving artificial milk or commercial infant

formula feeds to the baby. Problems may be like the flat nipples, inverted nipples, breast engorgement, swelling, sore nipples or not enough milk. These problems are preventable if due care is taken from the pregnancy period to prepare for the breast feeding.(4)

Globally, only 38% of infants aged 0 to 6 months are exclusively breastfed. Recent analyses indicate that suboptimal breastfeeding practices, including non-exclusive breastfeeding, contribute to 11.6% of mortality in children under 5 years of age. This was equivalent to about 804 000 child deaths in 2011. In 2012, the World Health Assembly (WHA) unanimously endorsed a set of six global nutrition targets, including an increase in exclusive breastfeeding (EBF) rates, to be achieved by 2025 to improve maternal, infant and young child nutrition across the world.(5).

India is home to maximum number of under-five deaths and underweight children in the world. In 2006, for the first time, the number of children in the world dying before their fifth birthday fell below 10 million, to 9.7 million annually. South Asia’s contribution to this figure was 3.1 million out of which 2.1 million deaths occurred in India i.e., 21 percent of the global burden of under-five deaths. Most of these deaths occur during the neonatal period. Mothers’ lack of knowledge and experience often result in difficulties in feeding especially when feeding first time and it may resulting in most frustrating experience for the mothers. Mothers should be motivated for feeding their child exclusively with breast milk for first 6 months.(6). More than 15% of 24 lakh child deaths could be averted in India by optimal breastfeeding practices. (7)

Breast feeding is one of the first bonding experiences between the mother and the child. Breast milk is constantly available and it is the safest and the most secure source of nourishment for the babies. It protects the baby against illness and ensures warmth and comfort of the baby that is held close to the nursing mother. (8)

Most of the studies from India and other countries concluded that, there is direct correlation between high under 5 mortality rates and less than satisfactory rate of initiation of exclusive breastfeeding (EBF), continuation of EBF. Early initiation of breastfeeding has shown to reduce neonatal mortality by 22% regardless of duration of EBF (9). Hence, though the

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knowledge on breast feeding by nursing mothers are encouraging, in order to increase the exclusive breast feeding rate, and subsequent reduction of infant mortality and under 5 mortality, the need of the hour is supporting of lactating mothers by various methods which may start from the antenatal period to the completion of family.(10)

OBJECTIVES OF THE STUDY

- To assess the level of knowledge on Exclusive Breastfeeding among Primi mothers.
- To assess the Attitude on exclusive breastfeeding among primi mothers.
- To associate level of Knowledge on exclusive Breastfeeding with the demographic variables.
- To associate attitude on exclusive breastfeeding with the demographic variables.

METHODOLOGY

The Quantitative Descriptive research design was used to conduct the study at selected Maternity Hospital, Puducherry. 30 Mothers were selected by Purposive Sampling Technique for the study who fulfilled the inclusion criteria such as Mothers who were admitted in Postnatal ward and willing to participate in the study. Mothers who do not know either Tamil or English were excluded from the study. The Tool used for data collection were divided into two sections. Section-A includes Demographic variables and Section-B comprised of semi structured questionnaire about 10 questions related to knowledge on exclusive

breastfeeding and 10 questions. A total score of <5 indicates Inadequate Knowledge, 5-7 indicates Moderate knowledge, 8-10 indicates Adequate Knowledge on Exclusive Breastfeeding. Section-C comprised of Semi structured questionnaire related to positive or negative attitude showing 10 questions which shows the mother's attitude is towards Positive or towards Negative. The data was collected after obtaining permission from concerned authority. Informed consent was obtained from each mother prior to data collection.

The data was collected by using Semi Structured questionnaire from mothers admitted in postnatal ward. The collected data was analyzed by using descriptive and inferential statistics.

RESULTS

Majority of mothers 26(86.7%) belongs to age group of 21-30, Majority of mother's 28(93.3%) belongs to Hindu, Majority of mother's 15 (50%) were undergraduate, Majority of mother's 19(63.3%) were living in Rural area, Majority of mother's 30 (100%) undergone vaginal delivery, Majority of baby 17(56.7%) is Male in sex, Majority of mother's 21(70%) were living in Joint family, Majority of mother's 23(76.7%) done non-consanguineous marriage, Majority of mother's 22(73.3%) were House wife, Majority of mother's 12 (40%) belongs to monthly income above 10,000, Majority of mother's 12 (40%) received information through Health personal, Majority of mother's 20 (66.7%) told they already have knowledge about Exclusive Breastfeeding. (Table 1).

Table 1. Distribution of Demographic and Obstetrical Variables of Mothers.

S. NO	SOCIO-DEMOGRAPHIC VARIABLES	FREQUENCY	PERCENTAGE
1	Age		
	a) <20	0	0%
	b) 21-30	26	86.7%
	c) 31-40	4	13.3%
	d) >40	0	0%
	Total	30	100%
2	Religion		
	a) Hindu	28	93.3%
	b) Muslim	1	3.3%
	c) Christian	1	3.3%
		Total	30
3	Qualification		
	a) Primary	5	16.7%
	b) Secondary	5	16.7%
	c) Undergraduate	15	50%
	d) Postgraduate	5	16.7%
	Total	30	100%
4	Residence		
	a) Urban	11	36.7%
	b) Rural	19	63.3%
		Total	30

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5	Delivery mode		
	a) Normal delivery	30	100 %
	b) caesarean delivery	0	0 %
	Total	30	100 %
6	Sex of the baby		
	a) Male	17	56.7 %
	b) Female	13	43.3 %
	Total	30	100 %
7	Type of family		
	a) Nuclear	9	30 %
	b) Joint	21	70 %
	Total	30	100 %
8	Type of marriage		
	a) Consanguineous	7	23.3 %
	b) Non consanguineous	23	76.7 %
	Total	30	100 %
9	Occupation		
	a) House wife	22	73.3 %
	b) Working	8	26.7 %
	Total	30	100 %
10	Monthly income		
	a) Rs. 4000-6000	5	16.7 %
	b) Rs. 6000-8000	5	16.7 %
	c) Rs. 8000-10,000	8	26.7 %
	d) Above 10,000	12	40 %
	Total	30	100 %
11	What is your source of information?		
	a) Friends	3	10 %
	b) Television / internet	4	13.3 %
	c) Family members	11	36.7 %
	d) Health personal	12	40 %
	Total	30	100 %
12	Have you knowledge about breastfeeding?		
	a) Yes	20	66.7 %
	b) No	10	33.3 %
	Total	30	100 %

Regarding the level of Knowledge 73.3% of the mothers had moderate knowledge regarding exclusive breastfeeding, 26.7% had adequate knowledge regarding exclusive breastfeeding. (Table 2).

Table 2. Distribution of Knowledge on exclusive breastfeeding among Primi mothers.

S.NO	KNOWLEDGE LEVEL	FREQUENCY	PERCENTAGE
1	<5 (Inadequate)	0	0%
2	5-7 (Moderate)	22	73.30%
3	8-10 (Adequate)	8	26.70%
	Total	30	100%

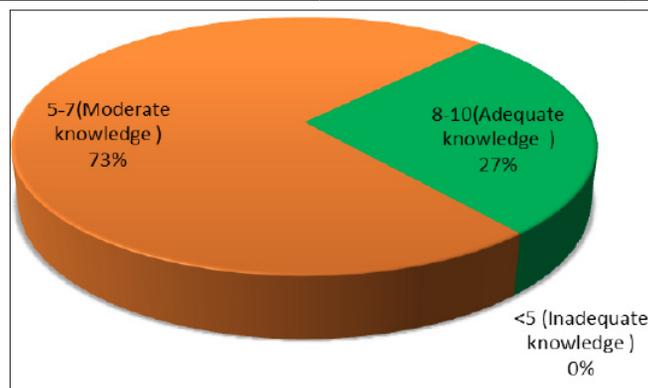


Fig.1 Shows that Distribution of knowledge on Exclusive Breastfeeding among primi mothers.

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Regarding the Exclusive Breastfeeding majority of 4(13%) mothers having Negative attitude. (Table 26(87%) mothers having Positive attitude and 3).

Table 3. Distribution towards Attitude on exclusive breastfeeding among Primi mothers.

S.NO	ATTITUDE	FREQUENCY	PERCENTAGE
1	Negative	4	13.3%
2	Positive	26	86.7%
	Total	30	100

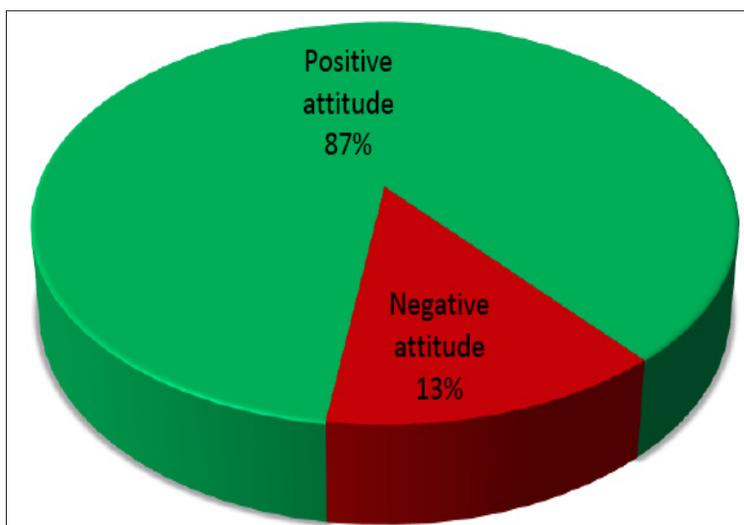


Fig 2. Shows that Distribution towards attitude on Exclusive Breastfeeding among primi mothers.

Chi square test used to found an Association between the selected demographic variables of knowledge on exclusive breastfeeding among Primi mothers. It was statistically found that there is no significant association between knowledge on exclusive breastfeeding among primi mothers and selected demographic variables. (Table 4).

Table 4. Association between the selected demographic variables of knowledge on exclusive breastfeeding among Primi mothers.

S.No	SOCIO-DEMOGRAPHIC VARIABLES		KNOWLEDGE		chi-square test	Df	p-VALUE																																																																						
			Moderate	Adequate																																																																									
1	AGE	21-30	20	6	1.285	1	0.257																																																																						
		31-40	2	2				2	RELIGION	Hindu	20	8	0.779	2	0.677	Muslim	1	0	Christian	1	0	3	QUALIFICATION	Primary	2	3	4.773	3	0.189	Secondary	4	1	Undergraduate	13	2	Postgraduate	3	2	4	RESIDENCE	Urban	9	2	0.639	1	0.424	Rural	13	6	6	SEX OF THE BABY	Male	11	6	1.493	1	0.222	Female	11	2	7	TYPE OF FAMILY	Nuclear family	7	2	0.13	1	0.719	Joint family	15	6	8	TYPE OF MARRIAGE	Consanguineous	5	2	0.017
2	RELIGION	Hindu	20	8	0.779	2	0.677																																																																						
		Muslim	1	0																																																																									
		Christian	1	0																																																																									
3	QUALIFICATION	Primary	2	3	4.773	3	0.189																																																																						
		Secondary	4	1																																																																									
		Undergraduate	13	2																																																																									
		Postgraduate	3	2																																																																									
4	RESIDENCE	Urban	9	2	0.639	1	0.424																																																																						
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		Joint family	15	6																																																																									
8	TYPE OF MARRIAGE	Consanguineous	5	2	0.017	1	0.896																																																																						
		Non-Consanguineous	17	6																																																																									

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9	OCCUPATION	House wife	16	6	0.015	1	0.901
		Working	6	2			
10	MONTHLY INCOME	RS.4,000-6000/-	3	2	0.597	3	0.897
		RS.6,000-8,000/-	4	1			
		RS.8,000-10,000/-	6	2			
		Above 10,000/-	9	3			
11	WHAT IS YOUR SOURCE OF INFORMATION	Friends	2	1	3.773	3	0.287
		Television/ Internet	2	2			
		Family members	7	4			
		Health personal	11	1			
12	HAV YOU KNOWLEDGE ABOUT BREASTFEEDING	Yes	13	7	2.131	1	0.144
		No	9	1			

*-p<0.05, significant and **-p<0.001, highly significant

Chisquare test used to find an Association between the selected demographic variables towards Attitude on exclusive breastfeeding among Primi mothers. It was statistically found that the there is no significant association between Attitude towards exclusive breastfeeding among Primi mothers and selected demographic variables. (Table 5).

Table 5. Association between the selected demographic variables towards Attitude on Exclusive breastfeeding among Primi mothers.

SL.NO	SOCIO-DEMOGRAPHIC VARIABLES		ATTITUDE		Chi-Square test	DDf	Pp value
			Negative	Positive			
1.	AGE	21-30	3	23	0.544	1	00.461
		31-40	1	3			
2.	RELIGION	Hindu	2	26	13.929	2	00.070
		Muslim	1	0			
		Christian	1	0			
3.	QUALIFIACATION	Primary	1	4	5.769	3	00.123
		Secondary	2	3			
		Undergraduate	0	15			
		Postgraduate	1	4			
4.	RESIDENCE	Urban	2	9	0.353	1	00.552
		Rural	2	17			
5.	SEX OF THE BABY	Male	1	16	1.885	1	00.170
		Female	3	10			
6.	TYPE OF FAMILY	Nuclear family	1	8	0.055	1	00.815
		Joint family	3	18			
7.	TYPE OF MARRIAGE	Consanguineous	2	5	1.835	1	00.176
		Non-consanguineous	2	21			
8.	OCCUPATION	House wife	4	18	1.678	1	00.195
		Working	0	8			
9.	MOTHLY INCOME	RS.4,000-6,000/-	1	4	2.163	3	0.539
		RS.6,000-8,000/-	0	5			
		RS.8.000-10,000/-	2	6			
		Above10,000/-	1	11			
10	WHAT IS YOUT SOURCE OF INFORMATION	Friends	0	3	1.219	33	00.748
		Television/Internet	1	3			
		Family members	1	10			
		Health Personnel	2	10			

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11	HAVE YOU KNOWLEDGE ABOUT BREASTFEEDING	Yes	2	18	0.577	11	00.448
		No	2	8			

*- $p < 0.05$, significant and **- $p < 0.001$, highly significant (N=30)

DISCUSSION

The study result found that 22(73%) having Moderate knowledge, 8(27%) having Adequate knowledge and the present study found that 26(87%) having Positive attitude, 4(13%) having Negative attitude towards exclusive breastfeeding among Primi mothers. Association between the selected demographic variables of knowledge on exclusive breastfeeding among Primi mothers. It was statistically found that there is no significant association between knowledge on exclusive breastfeeding among primi mothers and selected demographic variables. Association between the selected demographic variables towards attitude on exclusive breastfeeding among Primi mothers. It was statistically found that there is no significant association between Attitude towards exclusive breastfeeding among Primi mothers and selected demographic variables.

The present study was supported by the author **Deepalakshmi, et al. (2017)** was conducted a descriptive study to assess the knowledge and attitude on breastfeeding among postnatal mothers in a selected tertiary care hospital, kanchipuram district, tamilnadu, india. The result showed that 47% of postnatal mothers had moderate level of knowledge on east feeding (50-75 % score) while 37% mother had inadequate level of knowledge (less than 50 % score) and only 16% mothers had adequate level of knowledge on east feeding (greater than 75 % score). With regard to the Attitude towards east feeding , the following positive attitude was observed viz., 50 % of the mothers felt that east feeding is not difficult.(11)

The present study was supported by the author **Noora Farhan Hassan AL-Abedi, et al. (January 2016)** was conducted a study on "Assessment of Mother's Knowledge toward Breastfeeding at AL-Najaf City". To find out relationship between mother's knowledge toward breastfeeding and their demographic data. A non-probability (purposive sample) from 150 lactating mother. The study results reveal there is a significant relationship between mother's knowledge about breastfeeding with mother's age, method of delivery, educational status of the mother and husband.(12)

The present study was supported by the author **Priyanka Kumari, et al. (June 2015)** was conducted "A comparative study to assess the knowledge and

attitude of mothers regarding exclusive breast feeding in selected rural and urban areas of district Jalandhar, Punjab". Total 100 sample was assessed and compared by administrating questionnaire and Likert scale. From the results it is observed that 78% of urban mothers had good knowledge and 90% had positive attitude as compared by the rural mothers, 56% had average knowledge 24% had negative attitude towards the exclusive breast feeding.(13)

The present study was supported by the author **Sandhya Jagadale, et al. (2015)** was conducted a study to Assess knowledge, attitude and knowledge of practice regarding breast feeding among primi para mothers. The result showed that 11(31.42%) having good knowledge, 22(62.85%) having average knowledge and 2(5.71%) having poor knowledge. Related to attitude of mothers majority of 20 (57.14%) having average attitude of breast feeding and 19 (54.28%) mothers were not using knowledge of practice for giving breast feeding to new born baby. Majority of 60% mothers having good knowledge of breast feeding but they were not practicing the knowledge of breast feeding. Also there was no association found in - between knowledge, attitude, and practice with socio - demographic variable.(14)

The present study was supported by the author **Abhay C.Pal (Nov.2014)** was conducted "A study of Knowledge, Attitude and Practice of Breastfeeding in a Rural Community of Bankura District, West Bengal, India" community-based, cross-sectional observational study was conducted during August 2013 – November 2013 to assess breastfeeding practices in Bankura District, West Bengal, India. The study methods a cross-sectional study; observational study; Exclusive breastfeeding; Artificial feeding; India In total 350 women were selected for the study. Among them 70.8% were found to be full breast feeders, 24% were mixed breast feeders (mixed feeders) and 5.2% were found to be practicing only artificial feeding. The main factors observed in this study interfering with exclusive breastfeeding were apprehension that the breast milk was not adequate for the baby, Caesarean delivery and neonatal hospitalization. The attitude of the study population towards exclusive breastfeeding was however found to be positive in general.(15)

CONCLUSION

In the present study, the levels of knowledge of 30 samples of Primi mothers were assessed. It is found that most of the samples had moderate knowledge and Positive Attitude Regarding exclusive breastfeeding. It was statistically found that there is no significant association between knowledge on exclusive breastfeeding among Primi mothers and selected demographic variables and also there is no significant association between Attitude towards exclusive breastfeeding among Primi mothers and selected demographic variables. Education regarding breastfeeding should be given to all Primi Mothers to improve their knowledge and Attitude which may aid in reducing infant and child morbidity and mortality rates.

RECOMMENDATIONS

1. A similar study can be conducted in community to find the knowledge and Attitude of exclusive breastfeeding.
2. A study to assess the effectiveness of the Self Instructional Module can be conducted.
3. A planned teaching program can be developed regarding exclusive Breastfeeding.
4. An experimental study can be conducted to find the effectiveness of a Planned Teaching Programme..
5. Replication of the study may be done with large samples in different settings.

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