

A Cross Sectional Community Based KAP study on Breastfeeding among Postnatal Mothers in the field practice area of a Tertiary Hospital, Indore, M.P

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Original Research Article

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Article History

Received: 21.11.2018

Accepted: 28.11.2018

Published: 30.11.2018

DOI:

10.36347/sjams.2018.v06i11.078



Abstract: Successful lactation is determined by the early initiation of breastfeeding and continuation of lactation, which in turn is determined by positioning, an important aspect to get neonates to latch on to the breast. To explore the knowledge, attitude, and practices (KAP) of postnatal mothers in the immediate postpartum period regarding the techniques of breast-feeding and to reassess their KAP following education. The cross sectional study was done in rural field practice area of Index Medical College Hospital & Research Centre, Indore, M.P. 53% of the mothers were aware of exclusive breast feeding, 55 % women were counseled about breastfeeding among which 32% had undergone antenatal breast examination. 95% deliveries were carried out institutionally out of which 79% underwent normal vaginal delivery & 21% were delivered by L.S.C.S. The study findings revealed that there was association between the knowledge attitude and practice with compares in duration of exclusive breast feeding and other than exclusive breast feeding. Breastfeeding practices among postnatal mothers were better than the national data, in terms of feeding within first hour of birth and an exclusive breastfeeding for 6 months. Increasing positive awareness about knowledge attitude and practices due to ANC visits and institutional delivery rate are high. Active participation of ASHA & AWW is present in Indore district.

Keywords: Knowledge, Practice, Attitude, Breastfeeding & Postnatal.

INTRODUCTION

Breastfeeding is a basic human activity, vital to infant and maternal health and of immense economic value to households and societies[1]. Breastfeeding is the optimal source of nutrition. The Human Milk is species specific and it provides all the essential nutrients necessary for the growth and development of the new born infants. Preparation for Breastfeeding should start during pregnancy. Breastfeeding is the first fundamental right of child, it greatly improves the quality of life by providing unique nutritional, immunological, economic, ecological, psychological and child spacing benefits.

Benefits of breast milk to the baby are easily digested and well absorbed (60% lacto albumin, lacto globulin, lipase), high lactose and galactose, contains essential amino acids (taurine cysteine), rich in polyunsaturated essential fatty acids, better bioavailability of iron and calcium, vitamin & electrolyte, hormones & growth factors, protects against infection(IgA, macrophages, lymphocytes, bifidus factor, lactoferrin, lysozyme, complement

factors, interferon), less diarrhea and respiratory infections, prevents allergies, asthma, better intelligence, promotes emotional bonding, less heart disease, hypertension, diabetes, lymphoma& cancer[2].

Preterm Infants

Decreased necrotizing entero-colitis, decreased ROP, decreased infection rates, Better able to tolerate feedings, Increased IQ rates. Benefits to mother Less postpartum bleeding, more rapid uterine involution, Weight loss, decreased premenopausal breast cancer rates, decreased ovarian cancer rates, lactational amenorrhea, Should still use progesterone only contraceptives, Combined contraceptives dry up milk, Benefits to family are contributes to child survival, Saves money, Promotes family planning, Environment friendly[3].

MATERIALS & METHODS

The cross sectional study was conducted from December 2017 to January 2018 in rural field practice area of Index Medical College Hospital & Research Centre, Indore, M.P. After getting clearance from the

Institutional Ethical Committee the study population of postnatal mothers up to 1 year and above residing at that area for 2 months was included in this study. Inclusion criteria was Primi mothers, mothers who knows Hindi language, mothers who are willing to participate in the study. Exclusion criterion was Multi mothers and Mothers who are not willing to participate. The sample size was 300primi mothers by using simple random sampling technique

STUDY TOOLS

The tool consists of 4 sections; SECTION-1 deals with demographic data such as age, family monthly income, religion, type of family, educational status, occupation, type of food, media like television, radio, newspaper, etc., SECTION II-This section consists of 10 short answer questions to assess the knowledge of primi mothers regarding breastfeeding for each correct response. SECTION-III this section consists of 10 questions to assess the attitude of breast milk regarding breastfeeding. SECTION-IV this section was observed using a check list consist of 10 questions to assess the practice of primi mothers regarding techniques, each question has 'yes' or 'No' response.

RESULTS

To our study examined knowledge and attitude towards breast feeding among the postnatal mothers. 53% of the mothers were aware of exclusive breast feeding, 55 % women were counseled about breastfeeding among which 32% had undergone antenatal breast examination. 95% deliveries were carried out institutionally out of which 79% underwent normal vaginal delivery & 21% were delivered by L.S.C.S. 87% of the interviewed mothers belonged to Hindu community. The prevalence of exclusive breast feeding for 6 months in our study is 53%. As per guidance given to the mothers, they started complimentary feeding after 6 months. As per Millennium Development Goal [MDG], exclusive breast feeding for 6months was considered as one of the most effective intervention to achieve MDG-4. Breast feeding promotion has increased in our country.

Secondary Education is most KAP & significant for this study, followed by Primary Education (Table-1).

Maximum No. was Hindu i.e. 239 followed by Muslim 40 (Table-2).

Table-01: Education wise Distribution

S. No.	Age	No.
1	Primary	90
2	Secondary	165
3	Illiterate	45

Table-02: Religion wise Distribution

S. No.	Religion	No.
1	Hindu	239
2	Muslim	40
3	Other	21

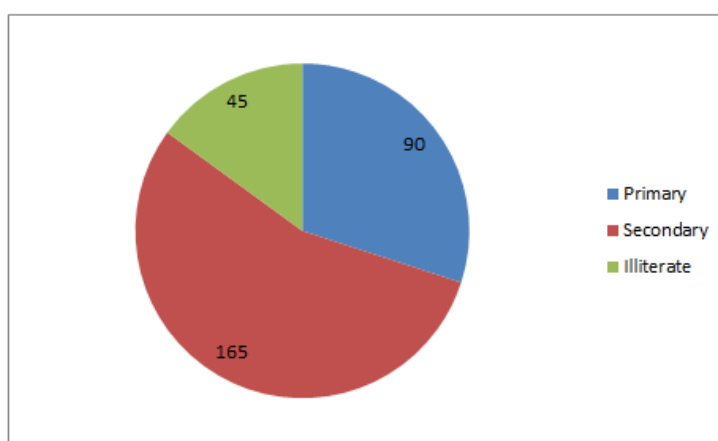


Fig-01: Education wise Distribution

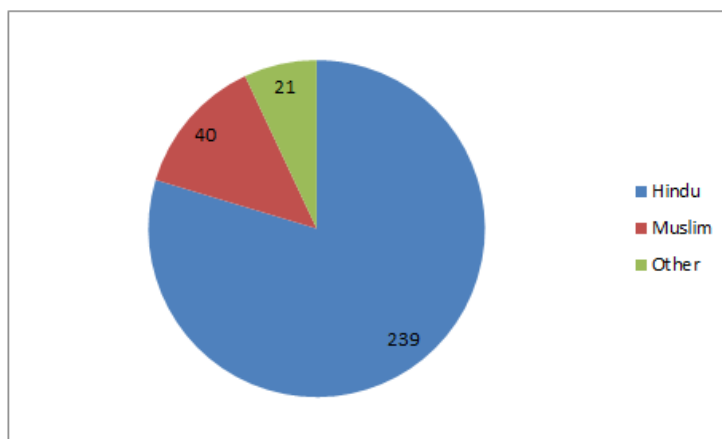


Fig-02: Religion wise Distribution

Table-03: Comparison of Breast Feeding duration

Parameter	(Mean +SD)	P Value
Present Breast feeding	1.05±0.239	0.048
Other than Breast feeding	1.46±0.538	
After Breast feeding	1.24±0.456	0.017
Advised of bf	1.42±0.527	

DISCUSSION

According to Infant & Young Child Feeding guidelines government of India recommended that initiation of breast feeding should begin immediately after birth, preferably within 1 hr. In our study we found 90.41% women started feeding newborn as early as possible. Most common reasons for delay in initiation of breastfeeding were due to sick new-born in NICU & caesarean section. This finding indicates that health professionals had made women aware about the importance of initiating early breastfeeding.

In our study 53% mothers were aware of EBF, 90% mothers had agreed that they should continue breast feeding up to 2 years. In this study we found that 64.67% mothers were aware about Colostrum & its importance to the baby. 82.63% mothers were aware that through breast feeding, child gets protection from various infection & diseases.

Although high number of mothers knew that breast feeding would protect them from different diseases & cancer but some mothers still were unaware of the same. 42.21% were aware that mothers on treatment of Hep B, TB & HIV should not breast feed the baby but 31.13% did not know about this. “EBF provides a way of contraception” this fact was known to 50.29% women. As compared to 36.52% who were unaware of this. Study reveals that in the villages most of mothers as well as family members believed that cow’s milk /formula milk should be fed to the baby on first 2 days if mother has delivered through caesarean section.

Opinion of mothers regarding storing breast milk at room temp for 8hrs was negative; around 41.91% believed that this should not be given to the baby. Mothers along with family members were aware of maintaining hygiene & taking adequate rest after LSCS.

65.56% mothers opined that it is not their fault, if they are unable to feed due to low milk output. Around 64.37% mothers were unaware of proper attachment of babies' mouth with breast. Most of the mothers were aware about the correct position of the baby during the breast feeding.

Proper breast feeding practices such as burping after feeding, cleaning of nipples with warm water before & after feeding etc. was known to 51.79% mothers. Complimenting food along with breast feeding after six months of EBF was practiced by 86.22% of respondents.

In the present study 102 (98%) of the mothers who participated were literate but their knowledge about early breastfeeding was poor 39 (37.5%). This is not compatible with the study finding observed in the study conducted by Chinnasami B *et al.* [4]. Although the first hour feeding rates was less most of the babies 44 (42.3%) were breastfed with in the first 24hrs. This finding matches well with the study done by Shaili V⁵ and Harnagle R *et al.* [6]. Our study depicted that 95 (91.3%) respondents fed colostrum to the child as observed in the study by Kumar A *et al.* [7]. There should be active support for establishing and sustaining appropriate breastfeeding practices. So preparation of mothers with adequate information before they give

birth is very important. However in our study we found that only 14 (13.5%) of the women received advice on breastfeeding during antenatal period from healthcare workers. 56.7% got advice from family members, which may not be sufficient. This result is not compatible with the study done by Jain U, where majority of mothers (57.89%) got information about exclusive breast feeding from doctors. Support and counseling should be available routinely during antenatal care for the preparation of mothers for giving birth and to help them to initiate early and exclusive breastfeeding.

CONCLUSION

The study findings revealed that there was association between the knowledge attitude and practice with compares in duration of exclusive breast feeding and other than exclusive breast feeding. Breastfeeding practices among postnatal mothers were better than the national data, in terms of feeding within first hour of birth and an exclusive breastfeeding for 6 months. Increasing positive awareness about knowledge attitude and practices due to ANC visits and institutional delivery rate are high. Active participation of ASHA & AWW is present in Indore district.

RECOMMENDATIONS

A Comparative study can be conducted between primi mothers and multigravida mothers. Similar study can be conducted for mothers who undergo caesarean section. A comparative study can be conducted between caesarean mothers and mothers who delivered normally.

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