

Effect of planned teaching programme on knowledge and attitude regarding breastfeeding among antenatal mothers in a selected hospital, Ernakulam district, Kerala, India.

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Abstract: Breast feeding is the birth right of every baby. This study is conducted not only to assess the knowledge and attitude towards breast feeding but also to find out the effect of planned teaching programme on the same. Pre-experimental research with one group pretest – posttest design was used to evaluate the effect of the planned teaching programme among antenatal mothers after 28 weeks of gestation. A structured questionnaire an attitude scale was used to assess the knowledge and attitude of the mothers respectively. A total of 30 samples were selected from the Obstetrics ward were recruited based on purposive sampling. The pre-test was conducted which was followed by the planned teaching programme. The post test was done 5 days after the teaching. There, was a statistically significant difference between the pretest and posttest knowledge scores at $p < 0.05$ level of significance. The planned teaching programme proved to be an effective method to improve knowledge and attitude among antenatal mothers.

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I. Introduction:

Breast feeding is a mother's privilege and a baby's right. Breast milk is not only the best but also a must to babies. Just as there is no substitute for mother's love, there is no substitute for mother's milk. WHO recommends breast milk as the main source of food for babies in the first six months of life. In the last decade breast feeding rate in United States has risen from 35% to 49% between 2000- 2010. A study to assess the knowledge regarding exclusive breastfeeding among expectant mothers in Aadesh hospital, Bathinda, Punjab. The expectant mothers were selected through nonprobability sampling techniques. Assessment of level of knowledge regarding the exclusive breastfeeding was done by quantitative research approach and nonexperimental research design. After the study (79%) of mothers were having moderately adequate knowledge. This study implies that more awareness should be given to expectant mothers regarding exclusive breast feeding.

Therefore, the investigator decided to conduct a study to assess the effectiveness of planned teaching programme on knowledge and attitude regarding breast feeding among antenatal mothers of selected hospital in Ernakulam district.

Objectives:

1. To assess the knowledge and attitude towards breast feeding
2. To find out the effect of planned teaching programme on knowledge and attitude towards breastfeeding.
3. To find out the association between pretest knowledge and attitude scores and selected demographic variables of antenatal mothers towards breast feeding.

Hypothesis:

The hypothesis was tested at 0.05 level of significance.

H₁: The knowledge and attitude before and after planned teaching programme differ significantly.

H₂ : There is significant association between knowledge & attitude among antenatal mothers regarding breastfeeding and selected demographic variables.

II. Review Of The Literature:

A cross sectional study was carried out in a tertiary care hospital in Indore to assess knowledge, benefits, and practice about exclusive breast feeding and 69.5% were not informed. This shows that the majority of the antenatal mothers attending the outpatient department were not aware of exclusive breast feeding, however they were having good knowledge about the benefits of breast feeding².

A quasi-experimental study to assess the effectiveness of video assisted teaching programme on management of breast-feeding problems among post-natal mothers Dehradun. The sample size of the study was 100 postnatal mothers. Purposive sampling technique was used. Results showed that the subject of the quasi-experimental groups expected more positive breast feeding and attitude (88%) and higher exclusive breast-feeding rate 79%. The study concluded that providing education on exclusive breast feeding and feeding problems may contribute to improve breast- feeding attitude and exclusive breast feeding rate³.

III. Research Methodology:

The study employed a quantitative approach with pre- experimental; one group pre testpost test design. The independent variable was a planned teaching programme and the dependent variable was the knowledge and attitude of breast feeding among postnatal mothers. The setting of the study was the obstetric ward and outpatient department of Sanjoe Hospital, Perumbavoor. The population consisted of antenatal mothers after 28 weeks of gestation who were seeking care from the hospital, during data collection period. A total of 30 antenatal mothers who fulfilled the inclusion criteria were recruited using purposive sampling technique.

The tool included a demographic proforma, a knowledge questionnaire and an attitude scale. The demographic data included age, educational status, occupation, religion, monthly income, parity, and source of health information, regarding breast feeding. The knowledge questionnaire con questions and the level of knowledge was categorized based on the percentage of scores obtained. The scores to assess the level of knowledge were poor (0-8), average (9-16), good (17-25). The total possible score was 25. The attitude rating scale was employed to assess the attitude of the antenatal women regarding breast feeding. The content validity of the tool was obtained from six experts from the concerned field. The reliability of the tool was measured by split-half method. The r value which was calculated is 0.913 which was significant statistically. A pilot study was conducted with five samples in order to check the feasibility of the tool. It was found that the planned teaching tool was reliable to conduct the main study.

Appropriate permission was obtained from the administrative department of the hospital. A good rapport was established with subjects and the purpose of the study was explained and informed consent was obtained. A total of 30 samples were selected and their level of knowledge as well as attitude was determined. This was followed by a planned teaching programme. The post test was administered again after five days to assess the knowledge and attitude.

Data analysis: The collected data was organized and analyzed using descriptive and inferential statistics. The effect of planned teaching programme on knowledge and attitude of breast feeding was analyzed using paired ‘t’ test. Association between knowledge as well as attitude and selected demographic variables was calculated using chi-square test.

IV. Results:

1. Assessment of level of knowledge

n=30

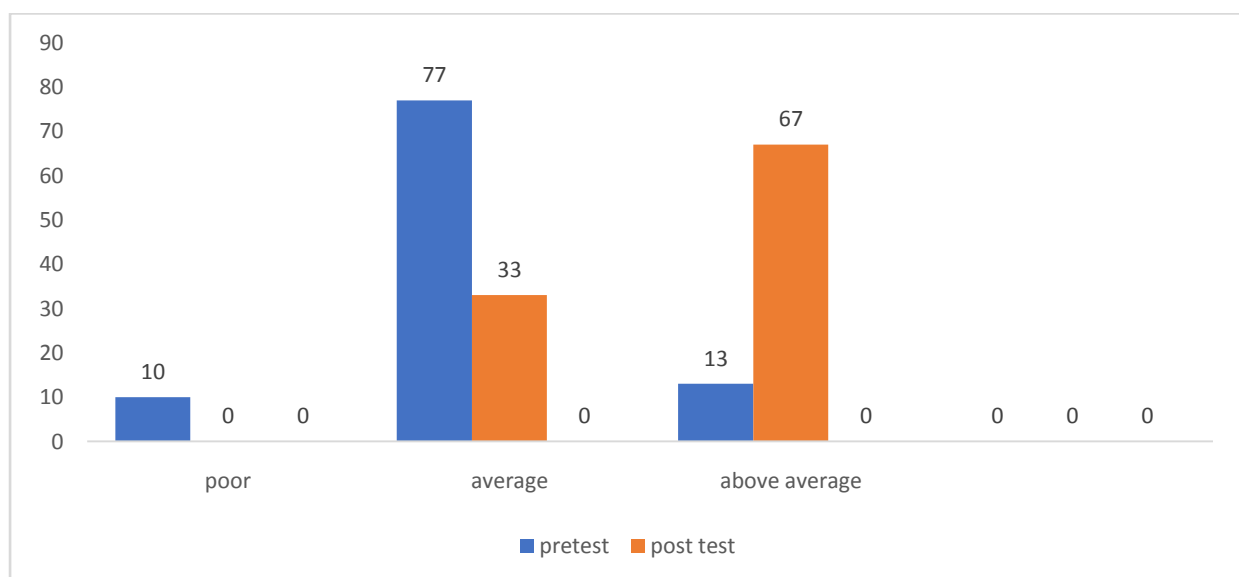


Figure 1: Percentage distribution of the level of knowledge regarding breastfeeding among antenatal mothers before and after the planned teaching programme

The figure illustrates that the pretest 3(10%) mothers had poor knowledge, 23(77%) had average knowledge and only 4 (18%) had above average knowledge, whereas in the post test no mothers with poor knowledge, 10(33%) had average knowledge and 20(67%) scored above average knowledge. The percentage of the level of attitude regarding breast feeding among antenatal mothers before and after planned teaching programme shows that in the pretest 27(90%) mothers had strongly positive attitude, only 3 (10%) mothers had positive attitude

Table -1: Mean, SD and test of significance between pre and post test scores of knowledge regarding breast feeding among antenatal mothers.

Knowledge score	Maximum score	Range	Mean + standard deviation	't' value	'p' value
pretest	25	11	13.7= 2.79	11.38	0.05*
Post test	25	17	18.56= 2.05		

The above table depicts that pretest mean knowledge score was 13.7 and standard deviation was 2.79. post mean knowledge score was 18.56 and standard deviation was 2.05. There is a statistically significant difference between the pre and posttest knowledge at $p < 0.05$ level of significance.

Table -2: Range, mean, SD and test of significance of the attitude scores before and after the planned teaching programme.

Attitude score	Frequency	Range	Mean + standard deviation	't' value	'p' value
pretest	30	38	43.3=3.70	5.54	0.05
Post test	30	44	46.7= 1.72		

The pretest mean attitude score was 43.3 and standard deviation was 3.70. Posttest mean score was 46.7 and standard deviation was 1.72. the calculated 't' value was higher than table value ie, 5.54. hence the planned teaching programme is effective in improving the attitude of mothers regarding breast feeding. The study also reveals that there is no significant association between pretest knowledge and attitude scores and demographic variables except income and occupation.

Nursing implication of the study: The nursing personnel working in various health care setting should be given in-service education to update their knowledge in identifying learning needs of antenatal mothers to develop their knowledge on maternal roles especially breast feeding. In nursing education, the students should be trained to detect and prevent complications of breast feeding, and they should acquire skill and techniques of conducting planned teaching programme on breast feeding.

Limitations: Small sample size of the study limited the generalization. Purposive sampling narrowed representation of population.

Recommendations. A comparative study can be conducted for two groups to find the effect of planned teaching programme on knowledge and attitude regarding breast feeding among antenatal mothers. The study can be replicated in the community level at primary health centers and sub centers.

Conclusion: before the administration of planned teaching programme mothers had inadequate knowledge and a less positive attitude regarding breast feeding. After administration of planned teaching programme, there is significant improvement in knowledge and 100% positive attitude regarding breastfeeding thus it can be concluded that planned teaching programme is an effective method to improve knowledge and attitude among antenatal mothers.

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