



A Descriptive Study To Assess The Knowledge And Attitude Regarding Baby Friendly Hospital Initiative (BFHI) Among Postnatal Mothers In A Selected Hospital Mangaluru.

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ABSTRACT

Background of the study: The baby friendly hospital initiative (BFHI) was launched in 1991 as a global campaign to prepare health systems and mobilize health care workers to protect, promote and support breastfeeding. The initiative aims to give every baby best start in life by creating a health care environment that supports breastfeeding as the norm. it therefore provides a framework that enables mothers to acquire the skill they need to breastfeed exclusively for the first six months.

The two main goals BFHI are;

- Transform hospitals and maternity facilities through implementation of the Ten steps to successful breastfeeding
- End the distribution of free and low -cost supplies of breastmilk substitutes to health facilities.

Objectives of the study

1. To assess the knowledge regarding breastfeeding among postnatal mothers.
2. To assess the attitude about breastfeeding among postnatal mothers.
3. To find the association between knowledge and attitude with selected demographic variables.
4. To find out the correlation between mother's knowledge and attitude of postnatal mothers.
5. To develop and distribute an information booklet on breastfeeding to postnatal mothers.

Method

A qualitative study design was conducted among 80 mothers who were selected by convenience sampling technique. The study was conducted in Srinivas hospital Mukka. Data was collected through baseline characteristics and structured knowledge questionnaire and attitude scale. The data collected was analysed and interpreted based on descriptive and inferential statistics.

Results

The majority of the (52.5%) belongs to 25-29 age group. Majority of the mothers had (40.0%) secondary education. Majority of the study participants were (50.0%) home maker. Majority of the mothers (61.3%) belongs to Multiparity mothers. Majority of study participants belongs to (78.8%) belongs to earning 50,000-70,000/-, majority of the mother were delivered by (55.0%) normal vaginal delivery. The study participant (78.8%) mothers were residing at rural area. Majority of the mothers (58.8%) belongs to Nuclear family.

Majority of the mothers had moderate knowledge was found among 80.0% regarding BFHI, breastfeeding and rooming in. good knowledge was found among 15% and inadequate knowledge found about 4 postnatal mothers.

The majority of the study participant had moderate attitude about 77.5% when 20.0% mothers had negative attitude and 2.5%, mothers had positive attitude towards the baby friendly hospital initiative programme.

The study also shows that there was significant correlation between mothers' knowledge and attitude was positive regarding baby friendly hospital initiative (BFHI).

Interpretation and conclusion

The findings of the study revealed that there was lack of awareness regarding the Baby Friendly Hospital Initiative (BFHI) programme among the postnatal mothers. Hence it can be concluded that there is a need to create awareness among mothers regarding the baby friendly hospital initiative programme, initiation of breastfeeding, skin to skin contact, and information can be given by talks, articles, newspaper, pamphlets and information booklets.

Keywords: *Baby Friendly Hospital Initiative Hospital (BFHI), knowledge, attitude, postnatal mothers.*

Introduction:

After the birth of newborn, selection of a feeding method is one of the major decisions faced by parents. There are three choices: human milk, honey and cow milk, but amongst them human milk is the best option for infant nutrition up to one year of age.¹ The Baby – friendly Hospital initiative (BFHI) is a global effort launched by WHO and UNICEF to implement practices that protect, promote and support breastfeeding. It was launched in 1991 in response to the Innocent Declaration. The global BFHI materials have been revised, updated and expanded for integrated care.² Breast milk contains all the nutritional requirements of newborn. It contains fat-soluble vitamins like vitamin A, C, D, E, and K, and also water-soluble vitamin B complex, along with minerals like calcium, phosphorus, sodium and potassium in lower level. It has anti-infective agent like leucocytes, immunoglobulin IgA, IgG, IgM, and IgD, lysozyme.¹ According to UNICEF data for the whole world, only 48% of infants are breastfed within the first hour of life, and 44% of mothers exclusively breastfeed for 6 months.³ The implementation of the mother –baby friendly initiative (MBFI) strategy demonstrated its capabilities to improve global children's health and maternal survival. However, its implementation in primary healthcare facilities remains a challenge as many nurses are reluctant to adopt it for the improvement of child and maternal health care services in their respective clinics.⁴

Research Methodology

A qualitative study design was conducted among 80 mothers who were selected by convenience sampling technique. The study was conducted in Srinivas hospital Mukka. Data was collected through baseline characteristics and structured knowledge questionnaire and attitude scale. The data collected was analysed and interpreted based on descriptive and inferential statistics.

Result:

Organization of data

The data is analyzed and presented under the following sections:

Section 1: Assessment of knowledge score among the postnatal mothers.

Table 1: Frequency and percentage distribution postnatal mothers according to

knowledge score of BFHI.			N=80	
Sl no	score	grading	frequency	percentage (%)
1	<31	inadequate	12	15.0%
2	32 – 65	Moderate	64	80.0%
3	66- 100%	Adequate	4	5.0%

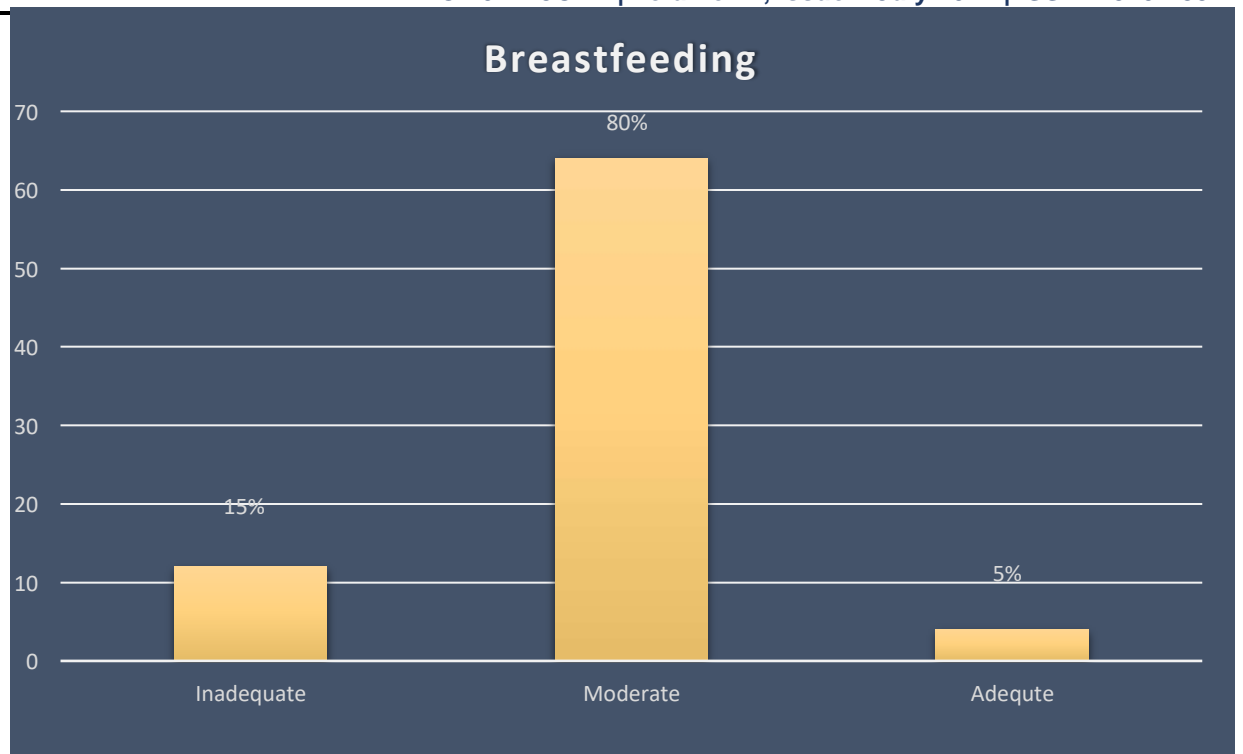


Figure 1: bar diagram showing the distribution of knowledge score

The data in the figure 1 shows that majority of the mothers had moderate knowledge 80.0% regarding BFHI, breastfeeding and rooming in. moderate knowledge was found. good knowledgewas found among 15% and inadequate knowledge found about 4 postnatal mothers

Table 2: Overall mean, median, standard deviation, mean percentage of knowledge scores.

N=80

max. possible scores	mean ±SD mean%	median	range	
29	13.26±3.717	14.00	9-29	47.80

The data in the table 2 shows that, the mean ±SD 13.26±3.717and the mean percentage of knowledge score was 47.80. median score found to be 14.00 and maximum possible score was 29 with range of 9-29.

Table 3: Area wise mean median standard deviation, range of knowledge questionnaire

n =80

SLNO	DOMAIN (Knowledge)	No. of items	range	mean \pm SD	Mean
1	knowledge regarding BFHI	9	1-9	4.44 \pm 1.935	55.47
2	knowledge regarding breastfeeding	18	10-27	8.54 \pm 8.54	50.22
3	concepts regarding rooming in	2	28-29	0.89 \pm 0.811	44.38

Table 3 depicts that major 3 knowledge domains. The mean \pm SD of knowledge regarding BFHI mean \pm SD of is 4.44 \pm 1.935. the mean of regarding breastfeeding 8.54 \pm 8.54, the mean of concepts of rooming in 0.89 \pm 0.811.

Table 4: Overall mean, median, standard deviation, mean percentage of attitude scale regarding BFHI

N = 80

max. possible scores	mean \pm SD	median	range	mean%
14	7.84 \pm 2.431	8.00	1-15	46.10

The data in the table 4 shows that, the mean \pm SD 7.84 \pm 2.431 and the mean percentage of attitude score was 46.10 median score found to be 8.00 and maximum possible score was 14 with range of 1-15.

Section 5: correlation between mothers' knowledge and attitude regarding baby friendly hospital initiative (BFHI) among postnatal mothers.

	r value	p value
Knowledge score	r= .464	.000, sig
attitude scale		

Table 5 shows that correlation between mother's knowledge and attitude regarding baby friendly hospital initiative (BFHI). There is a positive correlation between

knowledge and attitude towards baby friendly hospital initiative.

Discussion:

The majority of the (52.5%) belongs to 25-29 age group. Majority of the mothers had (40.0%) secondary education. Majority of the study participants were (50.0%) home maker. Majority of the mothers (61.3%) belongs to Multiparity mothers. Majority of study participants belongs to (78.8%) belongs to earning 50,000-70,000/-, majority of the mother were delivered by (55.0%) normal vaginal delivery. The study participant (78.8%) mothers were residing at rural area. Majority of the mothers (58.8%) belongs to Nuclear family.

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The study also shows that there was significant correlation between mothers' knowledge and attitude was positive regarding baby friendly hospital initiative (BFHI).

Conclusion

The findings of the study revealed that there was lack of awareness regarding the Baby Friendly Hospital Initiative (BFHI) programme among the postnatal mothers. Hence it can be concluded that there is a need to create awareness among mothers regarding the baby friendly hospital initiative programme, initiation of breastfeeding, skin to skin contact, and information can be given by talks, articles, newspaper, pamphlets and information booklets.

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