



A STUDY TO ASSESS THE EFFECTIVENESS OF VIDEO ASSISTED TEACHING PROGRAMME ON KNOWLEDGE REGARDING PREPARATION OF MOTHER ABOUT CORRECT BREASTFEEDING TECHNIQUE AMONG PRIMI ANTENATAL MOTHERS AT SELECTED HOSPITAL OF INDORE CITY

Geetanjali Singh

Dr. Nitin Chicholkar

Mrs. Aline Nitin

ABSTRACT

Introduction

Breastfeeding is the ideal method for fulfilling the nutritional, physiological and psychological needs of infants. Correct breastfeeding technique plays an important role in ensuring adequate nutrition, preventing breast complications and promoting healthy growth and development of newborns. Many primigravida mothers have inadequate knowledge regarding proper positioning, attachment, latching and other essential breastfeeding techniques. Educational strategies such as video assisted teaching can improve maternal knowledge and promote effective breastfeeding practices.

Objectives

1. To assess the pre-test knowledge of primi antenatal mothers regarding correct breastfeeding technique.
2. To evaluate the effectiveness of video assisted teaching programme on knowledge regarding correct breastfeeding technique among primi antenatal mothers.
3. To determine the association between knowledge scores and selected demographic variables.

Materials and Methods

A quantitative evaluative research approach with one group pre-test post-test experimental design was adopted. The study was conducted among 60 primi antenatal mothers admitted in selected hospitals of Indore city. Samples were selected using non-probability convenient sampling technique. Data were collected using a structured knowledge questionnaire before and after administration of the video assisted teaching programme. The collected data were analysed using descriptive and inferential statistics.

Results

The study findings revealed that in the pre-test, majority of mothers 36 (60%) had poor knowledge, 22 (36.7%) had average knowledge and only 2 (3.3%) had good knowledge regarding breastfeeding techniques. After video assisted teaching, 30 (50%) mothers achieved good knowledge and 25 (41.7%) obtained excellent knowledge scores.

The mean pre-test knowledge score was 4.75 with SD 2.61, whereas the mean post-test score increased to 12.62. The calculated paired 't' value was 28.97 at $df=59$, which was statistically significant at $p<0.0001$ level. The findings indicate that video assisted teaching was highly effective in improving knowledge regarding correct breastfeeding techniques among primi antenatal mothers.

Conclusion

The study concluded that video assisted teaching programme was an effective educational intervention for improving knowledge among primi antenatal mothers regarding correct breastfeeding techniques. Providing structured education during antenatal period can enhance breastfeeding practices and prevent common breastfeeding-related problems.

Keywords: Breastfeeding technique, Video assisted teaching programme, Primi antenatal mothers, Knowledge, Maternal education

INTRODUCTION

The first year of life is considered the foundation period for achieving optimal health and development. Breastfeeding provides ideal nutrition for infants and contributes significantly to physical growth, immunity and emotional bonding between mother and baby. Breast milk contains essential nutrients and protective factors required for newborn survival and development.

Although breastfeeding is a natural process, effective breastfeeding requires proper knowledge and technique. Incorrect positioning and poor attachment may result in problems such as inadequate feeding, nipple pain, breast engorgement, poor weight gain and early discontinuation of breastfeeding.

Primigravida mothers often experience anxiety and lack confidence regarding breastfeeding due to limited previous experience. Therefore, antenatal education plays an important role in preparing mothers for successful breastfeeding. Video assisted teaching is an effective audiovisual method that improves understanding through demonstration and visual learning.

NEED FOR THE STUDY

Breastfeeding is one of the most important practices for reducing infant morbidity and mortality. However, many mothers experience difficulties due to inadequate knowledge about correct breastfeeding techniques.

During clinical observation, it was found that many first-time mothers complained about poor sucking, inadequate milk production, nipple problems and difficulty in maintaining correct feeding positions. These problems can often be prevented through proper education.

Video assisted teaching provides clear demonstration regarding initiation of breastfeeding, positioning, latching technique and burping methods. Hence, the investigator felt the need to assess the effectiveness of video assisted teaching among primi antenatal mothers.

OBJECTIVES OF THE STUDY

1. To assess the existing knowledge regarding correct breastfeeding technique among primi antenatal mothers.
2. To assess the effectiveness of video assisted teaching programme on knowledge regarding breastfeeding technique.
3. To find the association between knowledge scores and selected demographic variables.

HYPOTHESES

H1: There will be a significant difference between pre-test and post-test knowledge scores of primi antenatal mothers after video assisted teaching programme.

H2: There will be a significant association between knowledge scores and selected demographic variables.

MATERIALS AND METHODS

Research Approach:

A quantitative evaluative research approach was adopted to assess the effectiveness of video assisted teaching programme on knowledge regarding correct breastfeeding technique among primi antenatal mothers.

Research Design:

The study used a one group pre-test and post-test experimental research design. A pre-test was conducted to assess the existing knowledge, followed by administration of the video assisted teaching programme, and a post-test was conducted to evaluate the improvement in knowledge.

Setting of the Study:

The study was conducted in selected hospitals of Indore city.

Population:

The target population consisted of primi antenatal mothers attending/admitted in selected hospitals.

Sample Size:

A total of 60 primi antenatal mothers were selected for the study.

Sampling Technique:

Non-probability convenient sampling technique was used for the selection of samples.

Criteria for Sample Selection

Inclusion Criteria:

- Primi antenatal mothers who were available during the period of data collection.
- Mothers who were willing to participate in the study.
- Mothers who could understand the instructions provided.

Exclusion Criteria:

- Mothers who were not willing to participate.
- Multigravida mothers.
- Mothers unavailable during data collection.

Research Variables

Independent Variable:

Video assisted teaching programme regarding correct breastfeeding technique.

Dependent Variable:

Knowledge of primi antenatal mothers regarding correct breastfeeding technique.

Tool for Data Collection

A structured knowledge questionnaire was used for data collection. The tool consisted of two sections:

Section A: Demographic Variables

Included age, educational status, occupation, type of family, source of information and nutritional status.

Section B: Structured Knowledge Questionnaire

Consisted of questions related to knowledge regarding correct breastfeeding techniques, including importance of breastfeeding, initiation of breastfeeding, positioning, attachment, latching technique and prevention of breastfeeding problems.

Data Collection Procedure

After obtaining formal permission from concerned authorities, the investigator selected eligible participants according to inclusion criteria. The purpose of the study was explained and informed consent was obtained. A pre-test was conducted using a structured questionnaire, followed by implementation of the video assisted teaching programme. After the intervention, a post-test was conducted using the same questionnaire to evaluate the effectiveness of the teaching programme.

Data Analysis

The collected data were analysed using descriptive and inferential statistics. Frequency and percentage were used to describe demographic variables and knowledge levels. Mean, standard deviation and paired 't' test were used to evaluate the effectiveness of video assisted teaching programme. Chi-square test was applied to determine the association between knowledge scores and selected demographic variables.

RESULTS

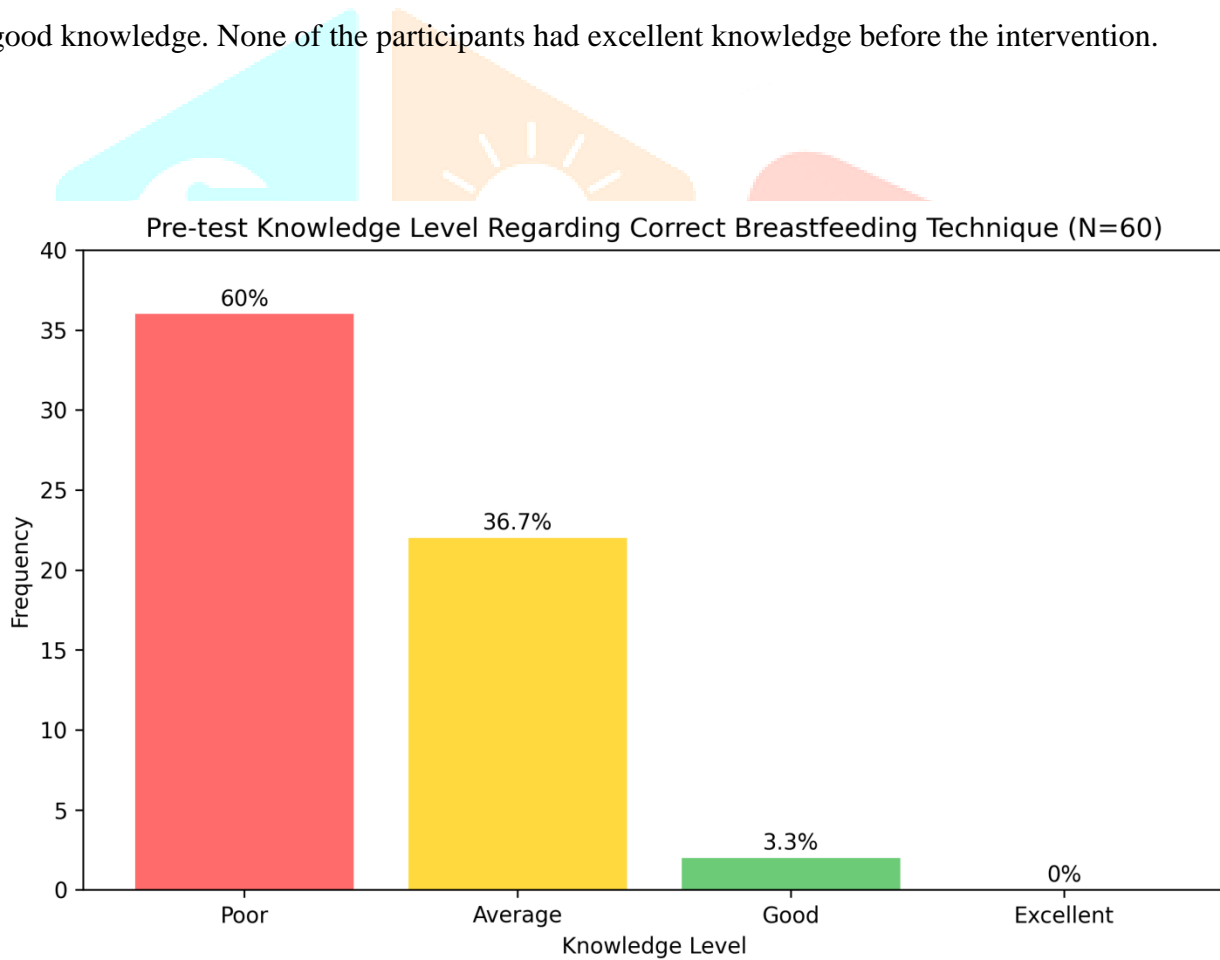
The collected data were analysed using descriptive and inferential statistics. The findings of the study revealed that there was a significant improvement in the knowledge of primi antenatal mothers regarding correct breastfeeding technique after administration of the video assisted teaching programme.

Distribution of Pre-test Knowledge Level Regarding Correct Breastfeeding Technique

Knowledge Level	Frequency (N=60)	Percentage (%)
Poor	36	60%
Average	22	36.7%
Good	2	3.3%
Excellent	0	0%
Total	60	100%

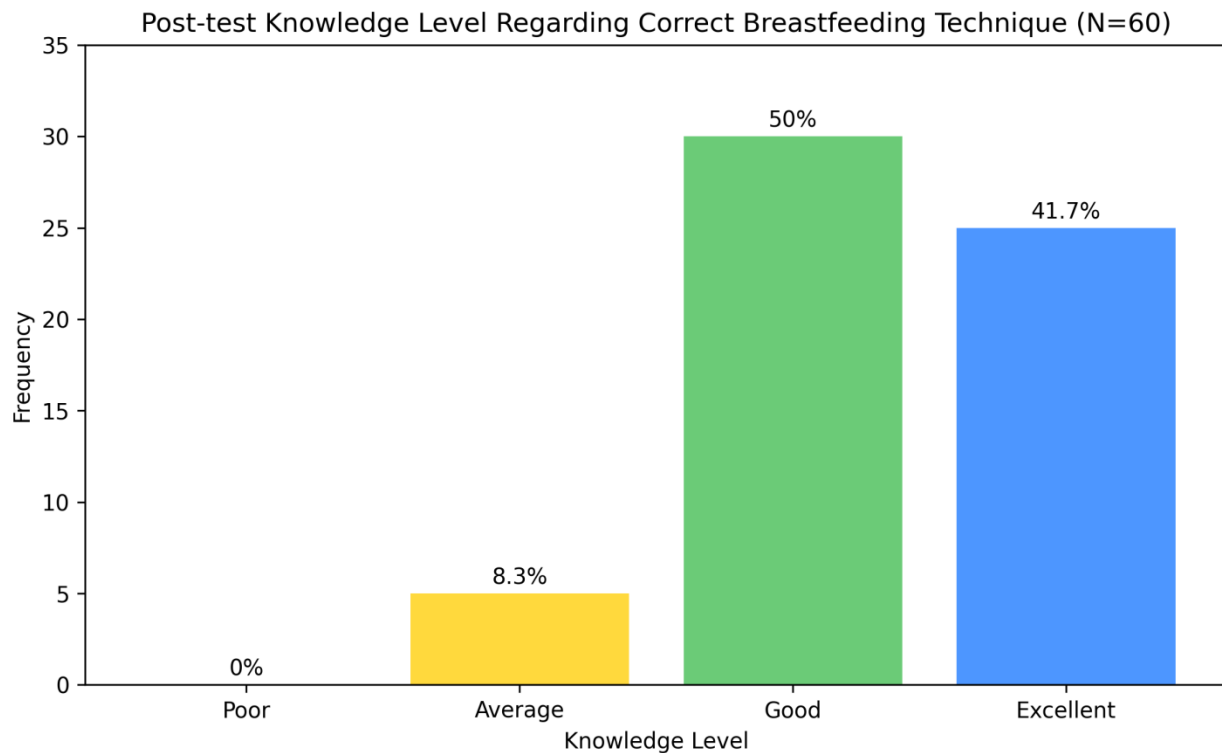
Interpretation:

The pre-test findings showed that the majority of primi antenatal mothers, 36 (60%), had poor knowledge regarding correct breastfeeding technique, 22 (36.7%) had average knowledge, and only 2 (3.3%) had good knowledge. None of the participants had excellent knowledge before the intervention.



Distribution of Post-test Knowledge Level Regarding Correct Breastfeeding Technique

Knowledge Level	Frequency (N=60)	Percentage (%)
Poor	0	0%
Average	5	8.3%
Good	30	50%
Excellent	25	41.7%
Total	60	100%



Interpretation:

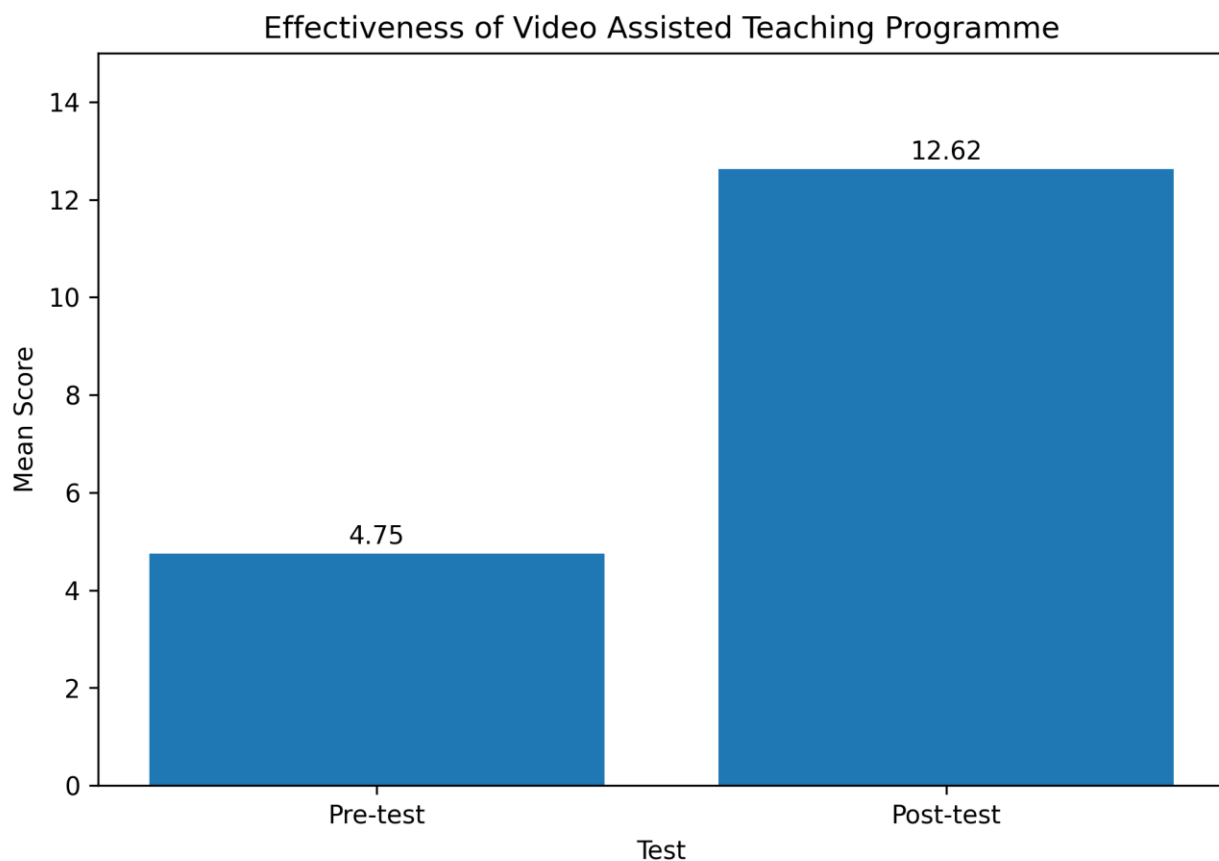
After implementation of the video assisted teaching programme, the knowledge level of mothers improved significantly. The majority of participants, 30 (50%), achieved good knowledge, 25 (41.7%) achieved excellent knowledge, and only 5 (8.3%) remained in the average knowledge category. No participant had poor knowledge after the intervention.

Effectiveness of Video Assisted Teaching Programme on Knowledge Regarding Correct Breastfeeding Technique

Test	Mean Score	Standard Deviation (SD)	t-value	Significance
Pre-test	4.75	2.61		
Post-test	12.62	0.34	28.97	p<0.0001

Interpretation:

The mean pre-test knowledge score was **4.75 (SD=2.61)**, which increased to **12.62 (SD=0.34)** after administration of the video assisted teaching programme. The obtained paired **t-value was 28.97**, which was statistically significant at **p<0.0001 level**.



The findings indicate that there was a highly significant improvement in knowledge scores among primi antenatal mothers after the intervention. Hence, the video assisted teaching programme was found to be effective in enhancing knowledge regarding correct breastfeeding techniques.

DISCUSSION

The findings of the study showed a significant improvement in knowledge scores after administration of video assisted teaching programme. Before intervention, majority of mothers had inadequate knowledge regarding breastfeeding techniques. After intervention, most participants achieved good and excellent knowledge levels.

The improvement indicates that audiovisual teaching methods are beneficial in increasing understanding among primi antenatal mothers. The study also found significant association of knowledge scores with selected demographic variables such as educational status, type of family, nutritional status and source of information.

CONCLUSION

The study findings concluded that video assisted teaching programme significantly improved knowledge regarding correct breastfeeding techniques among primi antenatal mothers. Educational programmes during antenatal visits can help mothers develop confidence and promote successful breastfeeding practices, thereby improving maternal and child health outcomes.

REFERENCES

1. Arvind R. Critical Care in Pediatrics. New Delhi: Jaypee Brothers Medical Publisher; 2004.
2. Basavanthappa BT. Nursing Research. 2nd ed. New Delhi: Jaypee Brothers Medical Publication; 2007.
3. Basavanthappa BT. Nursing Theories. New Delhi: Jaypee Brothers Medical Publication; 2007.
4. Graham C, Lissauer T. Illustrated Textbook of Pediatrics. 6th ed.; 2001.
5. Curry TA, Schwartz MW. Pediatric Primary Care: A Problem Oriented Approach; 1997.
6. Datta P. Pediatric Nursing. 5th ed. New Delhi: Jaypee Brothers Publication; 2007.
7. Guha D. Neonatology Principles and Practices; 2005.
8. Gerald B. Handbook of Neonatal Intensive Care. Philadelphia: Mosby; 2006.