

EVALUATE THE EFFECTIVENESS OF VIDEO ASSISTED TEACHING PROGRAMME ON PRACTICE REGARDING COLOSTRUM FEEDING& BREAST-FEEDING TECHNIQUE AMONG PRIMIGRAVIDA MOTHERS

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ABSTRACT

WHO universally recommends colostrum, a mother's first milk or the 'very first food', as the perfect food for every newborn. The sticky, yellowish substance produced by the mother soon after birth is ideal for the newborn - in composition, in quantity and rich in antibodies. Colostrum not only nourishes, it also protects. It is just what the baby needs during its first few days. Colostrum needs to start in the first hour. Setting and Design: A quantitative evaluative research approach was used in the current study. A pre-experimental one group pre-test post-test group design. In the present study the setting was the selected hospitals of Bangalore. The target population was primi gravida mothers. The sample and the sample size in the present study is 100 primi gravida mothers from selected hospitals of Bangalore. Non-probability convenient sampling technique was used in the present study.

Results

In pre-test majority of participants 93 (93%) have inadequate level of practice, While, in post-test the highest number of participants 86 (86%) have shown adequate level of practicing. The comparison of pre-test practice level and post-test practice level have shown that there is a visible improvement in practice level of participants.

Keywords: Universally, newborn, antibodies, Colostrum, nourish.

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INTRODUCTION

Giving birth and caring her baby is an unexplainable situation for a woman. The first year of life of the baby is crucial in laying the foundation of good health. At this time certain specific biological and psychological needs must be met to ensure the survival and healthy development of the child into a future adult. Breastfeeding is the ideal method suited for the psychological and physiological needs of the infant. Breast milk is the best milk for an infant. **(Tully KP 2014)** Breastfeeding practices and the inference of literacy and cultural practices were studied in mothers attending immunization clinic in an urban community center of Navi Mumbai. The study result showed that 36.1% mothers gave pre lacteal feed to their children. Only 7.4% were exclusively breastfed their children. Only 1.9% of literate mothers had rejected colostrum. Infancy is the basic of man's healthy life. Childhood molds a healthy adult, therefore it is important to provide a healthy environment for the development of a child. There is a traditional perception that the woman is totally responsible for caring her children. So it is knowledge of the mothers regarding child practices, which moulds the future generation. **(Colen CG et al 2014)** Breast-feeding has increase health benefits for the infant and the mother as well. Exclusive breastfeeding (EBF) indicates that feeding infant only breast milk without any supplementation. However, medication or supplements are acceptable. Practicing EBF is based on women's knowledge as well as their attitude towards it. Low EBF rate among Saudi women is an alarming issue that needs an action by the health care providers. **(Ibanez G et al 2012)**

Breastfeeding technique (BFT) is explained as the mother's and baby's positioning, baby's attachment to the breast, and suckling during breastfeeding, which are very important for effective breastfeeding. Appropriate early childhood care and application of effective breastfeeding techniques during infancy are the key to optimum development, health, and survival. The World Health Organization (WHO) has recommended to utilize the appropriate breastfeeding techniques that helps to promote exclusive breastfeeding, due to this reason the baby can get the expected amount of energy and adequate nutrients. In addition, breast feeding is important for both the mothers and infant's health with protecting against different acute and chronic disorders. **(Safayi BL et al 2021)**

Improvements in early initiation of exclusive breastfeeding have been noted as major contributors to the improvements in child survival seen over the last two decades. These improvements also provide optimal nutrition for early life. Most of the infant feeding includes early initiation of breastfeeding in the immediate postnatal period and exclusive breastfeeding for six months, followed by continued breastfeeding with gradual introduction of age-appropriate complementary foods, initially those high in protein and micronutrients. **(Blair A et al 2003)**

REVIEW OF LITERATURE

A cross sectional observational study was done to determine the knowledge, attitude and practices regarding child feeding among 160 feeding mothers at Nishtar Hospital, Multan (2011). The mothers were selected using simple random sampling technique. Result showed that 97% infants were given 'water', 'sugar', 'honey' & 'arq-e-gulag' as first feed rather than giving breast milk due to misconceptions about colostrum's. 61% children were breast-fed while 39% were non-breast-fed. Only 38% of mothers had started breast feeding within few hours after birth. **(26)** A study was conducted to assess knowledge and practice of 43 working mothers having children aged between 4 to 24 months regarding breast feeding and weaning in Assiut city, Egypt (2010). Data collection was done using direct interview method. The result showed that majority of mothers had adequate knowledge about breast feeding. But the participants in general were less knowledgeable about exclusive breast-feeding practices. There were some faulty practices reported by participants. Thus the study conducted to improve upon health education services to Primi-gravida mothers regarding breast feeding. **(Mohammed E et al 2014)**

A cross sectional study to determine the perception & practice of breast feeding in 200 mothers who had infants 0-6 months was done in semi urban community of Pakistan (2011). All the mothers were selected by convenient sampling method. Data collection was done by interview method. Result showed that exclusively breast feeding was reported by about 54% of the mothers, 35% of the mothers gave pre lacteal feed, 14% discarded colostrum & 43% woke up their infant to feed if time had exceeded 2 hours. Thus the study showed a disparity between mothers perception and practice regarding breast feeding. **(Ali S et al 2011)**

A survey was done to explore the beliefs and a practice regarding breast feeding among 143 mothers in the slums of Diyarbakir, Turkey (2001). Data collection was done using interview method. Results showed that only 9.9% of mothers-initiated breast feeding within the first hour of birth. 40% of mothers started solid food before 4 months. Mothers with lower education believed that colostrum's should not be fed to the infant and that a pregnant women's milk is unhealthy for the baby. **(Ergenekon-Ozelci P et al 2006)**

OBJECTIVES

To assess the practice regarding colostrum feeding & breast-feeding technique among primigravida

mothers

To evaluate the effectiveness of video assisted teaching programme on practice regarding colostrum feeding & breast-feeding technique among primigravida mothers

METHODOLOGY

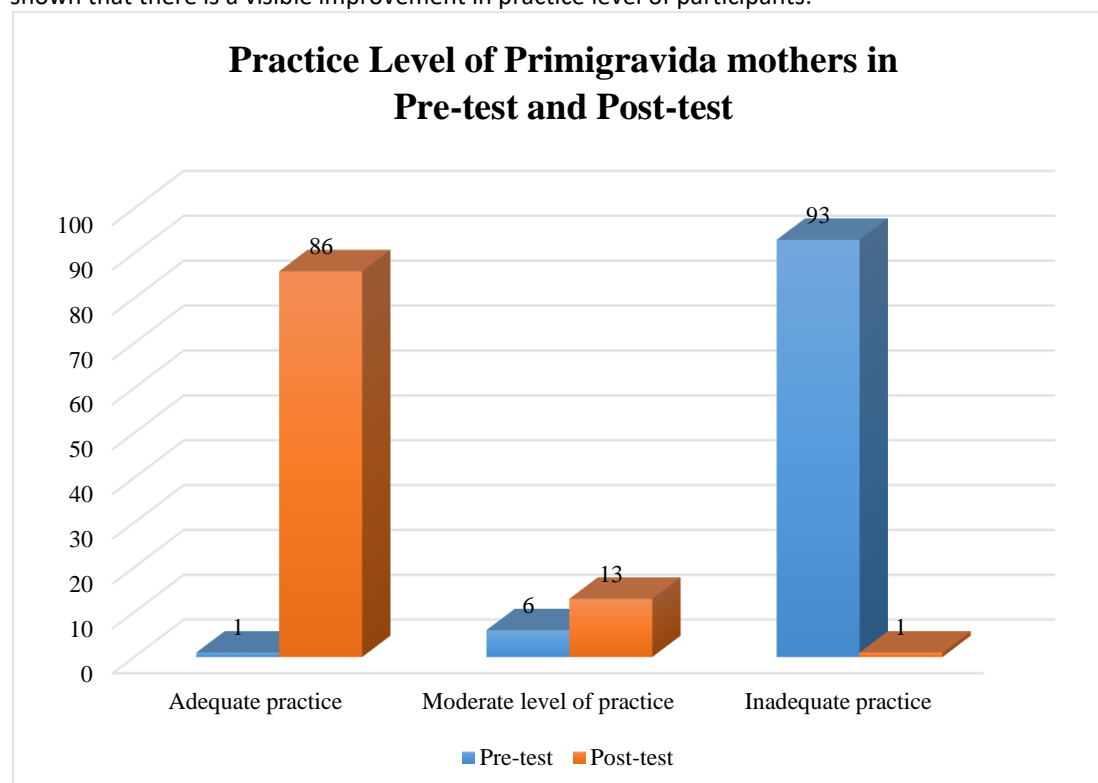
A quantitative evaluative research approach was used in the current study. A pre-experimental one group pre-test post-test group design. In the present study the setting was the selected hospitals of Bangalore. The target population was primi gravida mothers. The sample and the sample size in the present study is 100 primi gravida mothers from selected hospitals of Bangalore. Non-probability convenient sampling technique was used in the present study.

RESULTS

Table 1: Frequency and percentage of practice level of primi gravida mothers in pre-test and post-test N-100

Practice level	Pre-test		Post-test	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Adequate practice	1	1	86	86
Moderate level of practice	6	6	13	13
Inadequate practice	93	93	1	1

Presented table communicated the frequency and percentage distribution of practice level of primi gravida mothers in pre-test and post-test regarding colostrum feeding & breast-feeding technique. The analyzed data stated that in pre-test majority of participants 93 (93%) have inadequate level of practice, then 6 (6%) participants have moderate level of practicing and remaining 1 (1%) participant have adequate level of practice. While, in post-test the highest number of participants 86 (86%) have shown adequate level of practicing, 13 (13%) have shown moderate level of practicing whereas 1 (1%) participant has shown inadequate level of practicing. The comparison of pre-test practice level and post-test practice level have shown that there is a visible improvement in practice level of participants.



Graph 1: Frequency distribution of practice score of Primi gravida mothers in before and after intervention of VATP.

Table 2: Mean, Mean difference, Standard deviation and Paired t test value of practice score of primi gravida mothers on colostrum feeding & breast-feeding technique in before and after VATP: N-100

	Mean	SD	Mean difference	t-test	P value	Significant/Non-significant
Pre-test Practice	4.97	0.76	1.69	36.674	<0.001	Sig
Post-test Practice	6.66	0.68				

Presented table divulged the mean, mean difference, standard deviation with paired t test value of practice score of the primi gravida mothers on colostrum feeding & breast-feeding technique in before and after VATP. In the pre-test practice, the mean and standard deviation was 4.97 ± 0.76 and the post-test mean and standard deviation was 6.66 ± 0.68 . The mean difference calculated as 1.69 ± 0.08 . The t test value measured as 36.674, and the calculated p value is <0.001. Since the calculated p value (<0.001) is smaller than the assumed p value (>0.05), which indicated that the provided intervention VATP is significantly effective to improve the practice level of primi gravida mothers. This indicated that the researcher accepting the research hypothesis H1 for practice score, means given intervention the VATP found significantly effective to improve the practice level of primi gravida mothers.

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