

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

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ABSTRACT

Colostrum is a liquid with high content of nitrogen, antibodies and vitamins that is secreted from the mammary gland just after giving birth. The change of secretion from colostrum to proper milk takes place gradually during the day after birth. Colostrum feeding is an unequalled way of providing ideal food for the health growth and development of the newborn baby and has unique biological and emotional influence on the health of both mother and child. A thin, clear, viscous secretory material can be found in the acini cells by the third month of gestation. The pre colostrum thickens as term approaches and is then known as colostrum. Colostrum, the creamy, white to yellowish to orange pre milk fluid, may be expressed from the nipple as early as 16 weeks of gestation. **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:** The knowledge score level of primi gravida mothers in pre-test shows that majority of mothers i.e. 95 (95%) have inadequate knowledge, Whereas in post-test the highest number of participants i.e. 92 (92%) have shown adequate knowledge. The comparison of pre-test knowledge level and post-test knowledge level have shown that there is improvement in knowledge level of participants. The pre-test knowledge mean and standard deviation is 5.35 ± 2.50 and the post-test mean and standard deviation is 9.78 ± 2.40 . The mean difference calculated as 4.43 ± 1.0 . The t test value measured as 37.427, 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 knowledge level of primi gravida mothers. This indicated that the **H₁** is accepted for knowledge score, means given intervention the VATP found significantly effective to improve the knowledge level of primi gravida mothers.

Keywords Colostrum, nitrogen, antibodies, gestation.

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INTRODUCTION

Breast feeding is the best essential feeding and breast milk is the best milk. The basic food of infant is mother's milk is the most effective way to provide a baby with a carrying environment and complete food. It meets the nutritional as well as emotional and psychological needs of the infant. **(Da Costa SP et al 2010)**

Breastfeeding is the first fundamental right of the child. The initiation of breastfeeding and timely introduction of adequate safe and appropriate complementary foods are of prime importance for the growth, development, and nutrition of infants and children everywhere. Breastfeeding is an ancient practice of the most women. Breastfeed is the best feed for the babies, since it is the unique source of nutrition that plays an important role in the growth, development and survival of infants. The 54th World Health Assembly which met in Geneva in May 2001, affirmed the importance of exclusive breastfeeding for 6 months. **(Salone LR et al 2013)**

Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants; it is also an integral part of the reproductive process with important implications for the health of mothers. As a global public health recommendation, infants should be exclusively breastfed for the first six months of life to achieve optimal growth, development and health. Thereafter, to meet their evolving nutritional requirements, infants should receive nutritionally adequate and safe complementary foods while breastfeeding continues for up to two years of age or beyond. Exclusive breastfeeding from birth is possible except for a few medical conditions, and unrestricted exclusive breastfeeding results in the milk production. **(Victora CG et al 2016)**

Poor BFT has profound impact on infant's breast milk intake [9], which leads to the different forms of under nutrition, including macro and micronutrient deficiencies. According to the United Nations, Children's Emergency Fund (UNICEF), WHO, and World Bank joint child malnutrition estimated; inadequate food and breast milk intake are the primary and immediate causes of infant and young child under nutrition. More than half of the deaths of under-five children are due to malnutrition that the most public health problems in developing countries like Ethiopia. Consistent adhering of WHO BFT helps the mother for preventing breast conditions like cracked, sore nipples and other risks. **(Joshi H et al 2016)** A study conducted by Richard Martin at University of Bristol suggested that the children who were breast fed has upward social mobility. The possible reason is that breast feeding improve to climb the social ladder. The study showed that 58% of those who were breast fed, moved up to social class compared to 50% of those, which were bottle feed. **(Martin RM 2005)**

REVIEW OF LITERATURE

A cross-sectional study was conducted to assess the knowledge, attitude and practice of breastfeeding among 344 women with their children aged between 6 months and 3 years from five different villages in the North Jordan (June 2006). All the mothers were selected using cluster sampling technique and were interviewed using a pretested semi structured knowledge questionnaire and five-point Likert rating scale. Result showed that full breastfeeding was reported by 58.3%, mixed feeding was reported by 30.3% and infant formula feeding was reported by 11.4%. Almost one third of the full breastfeeding group did so for 6–12 months, and almost two thirds did continue breastfeeding for more than one year. Employed women were more likely not to practice full breastfeeding compared to unemployed women, and women who had cesarean delivery were more likely not to practice full breastfeeding compared to those who had vaginal delivery. Jordanian women had a positive attitude but work place and short maternity leaves had a negative impact on breastfeeding. **(Khassawneh M et al 2006)**

A study to assess the knowledge and attitude regarding breast feeding among 600 mothers attending Primi-gravida clinics in Kasturba Hospital Sevagram in Maharashtra (1996-1997) was done. Data collection was done by interviewing participants using a pre tested semi structured open and close ended questionnaire. The result showed that only 54.5% booked mothers and 30.3% unbooked mothers were informed regarding benefits of breast feeding during Primi- gravida visit. **(Naseem A et al 2016)**

A study was done on promotion of exclusive breast feeding among 406 mothers at Belarus (2001). Data collection was done by using house to house survey method by lady health worker, using pre designed questionnaire. Result showed that Sixty-six percent mothers in the control group gave pre lacteals as compared to 31% in the intervention group ($p < .0001$). Colostrum was given by 97% mothers in the intervention group and 3% in the control group. Majority (94%) of intervention group mothers continued exclusive breast feeding till four months of age against 7% in the control group. It was concluded that health education programmes in the Primi-gravida period as well as after birth can promote exclusive breast-feeding practices. **(Kramer MS et al 2001)**

A study was conducted by Chandrashekar. S. on infant feeding knowledge & attitude in a rural area of Karnataka (2015). A sample of 300 mothers whose babies ages from 3 days to 17 months were included in study.

The study revealed that 32% mothers felt that breastmilk should be the first milk given to the baby, whereas 68% considered pre lacteal feeds important. 71% of the mothers considered 3 to 5 months to be the optimum duration of exclusive breast feeding. 90% felt that cow's milk was an ideal supplement. (Chandrashekar S et al 2015)

OBJECTIVES

To assess the knowledge regarding the importance of colostrum feeding & breast-feeding technique among primigravida mothers

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

METHODOLOGY

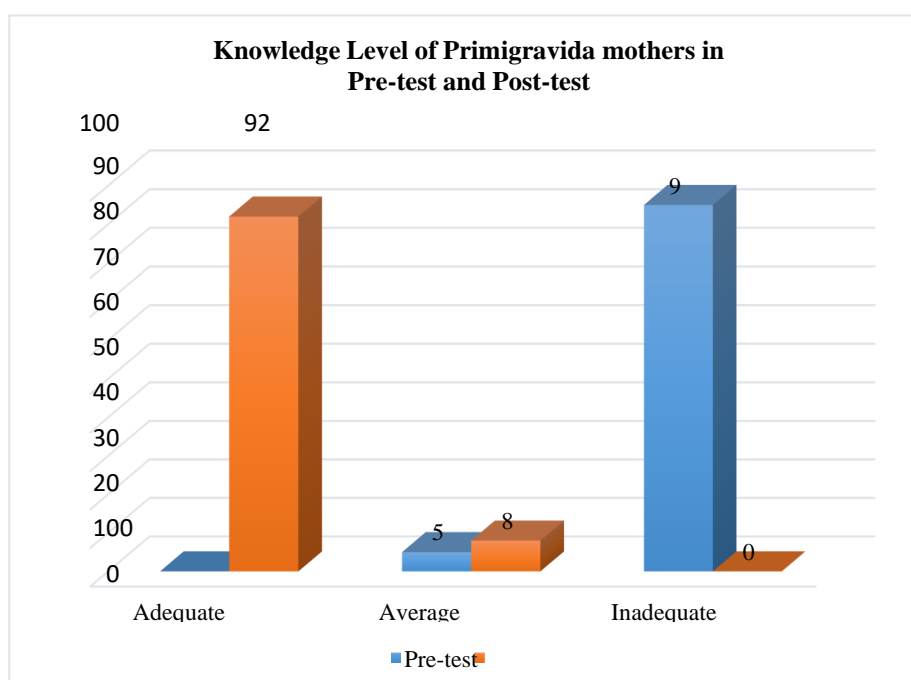
A quantitative evaluative research approach was used in the current study. A pre-experimental one group pre-test post-test group design. In the present study the setting was the selected hospitals of Bangalore. The target population was primi gravida mothers. The sample and the sample size in the present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

RESULTS

Table No 1 Frequency and percentage of knowledge score level of primi gravida mothers in pre-test and post-test

Knowledge level	Pre-test		Post-test	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Adequate Knowledge	00	00	92	92
Average Knowledge	5	5	8	8
Inadequate Knowledge	95	95	00	00

Above placed table reported the knowledge score level of primi gravida mothers in pre-test and post-test in regard to colostrum feeding & breast-feeding technique at before and after administration of VATP. The pre-test knowledge level of participants stated that majority of them 95 (95%) have inadequate knowledge and remaining 5 (5%) have average knowledge whereas no one has adequate knowledge. Whereas in post-test the highest number of participants 92 (92%) have shown adequate knowledge and rest 8 (8%) have shown average knowledge. The comparison of pre-test knowledge level and post-test knowledge level have shown that there is improvement in knowledge level of participants.



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

Table No 2: Mean, Mean difference, Standard deviation and Paired t test value of knowledge score of the 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 Knowledge	5.35	2.50	4.43	37.427	<0.001	Sig
Post Test Knowledge	9.78	2.40				

Above placed table reported the mean, mean difference, standard deviation with paired t test value of knowledge score of the primi gravida mothers on colostrum feeding & breast-feeding technique in before and after VATP. The pre-test knowledge mean and standard deviation is 5.35 ± 2.50 and the post-test mean and standard deviation is 9.78 ± 2.40 . The mean difference calculated as 4.43 ± 1.0 . The t test value measured as 37.427, 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 knowledge level of primi gravida mothers. This indicated that the researcher accepting the research hypothesis H1 for knowledge score, means given intervention the VATP found significantly effective to improve the knowledge level of primi gravida mothers.

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