

Knowledge attitude and practices (KAP) of mothers with children less than twenty four months regarding breastfeeding and complimentary feeding in Urban population of Sabarkantha District, Gujarat

**Guided by
Dr. Anoop Khanna
Professor
IIHMR University Jaipur**

**Presented by
Janmejaya Meher
2nd year, MBA-HM**



**Institute of Health Management Research, Jaipur
Dissertation under NHM, Gujarat**

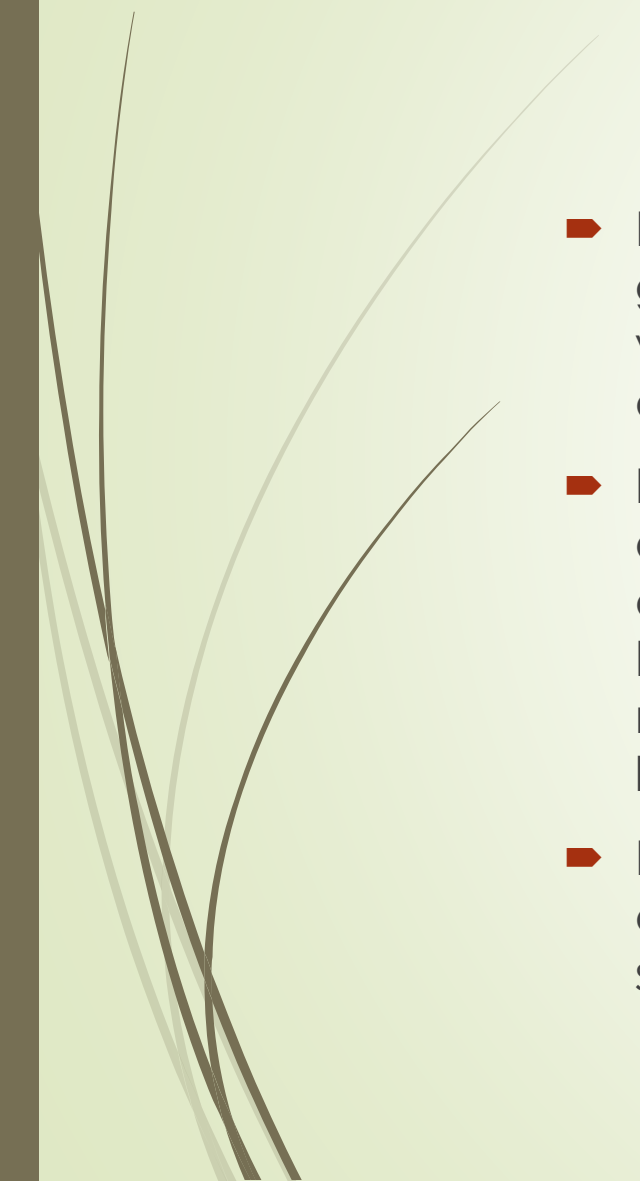


Content

- 
- Introduction
 - Rationale
 - District Profile
 - Research Question
 - Objective
 - Methodology
 - Results
 - Limitation of the Study
 - Recommendation
 - Conclusion



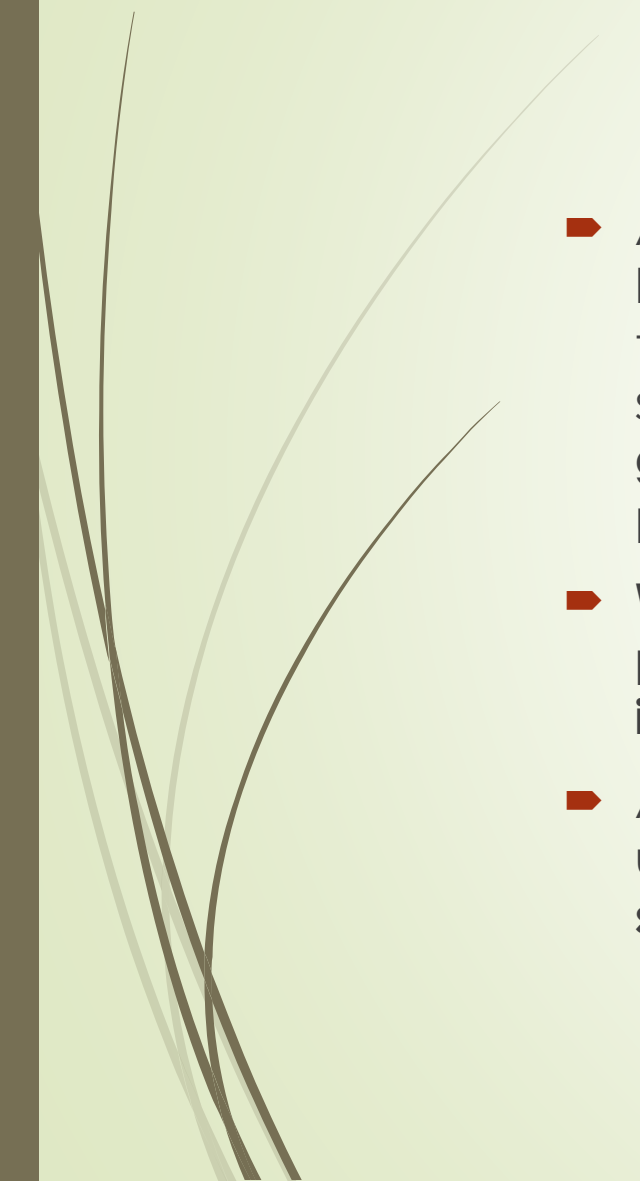
Introduction



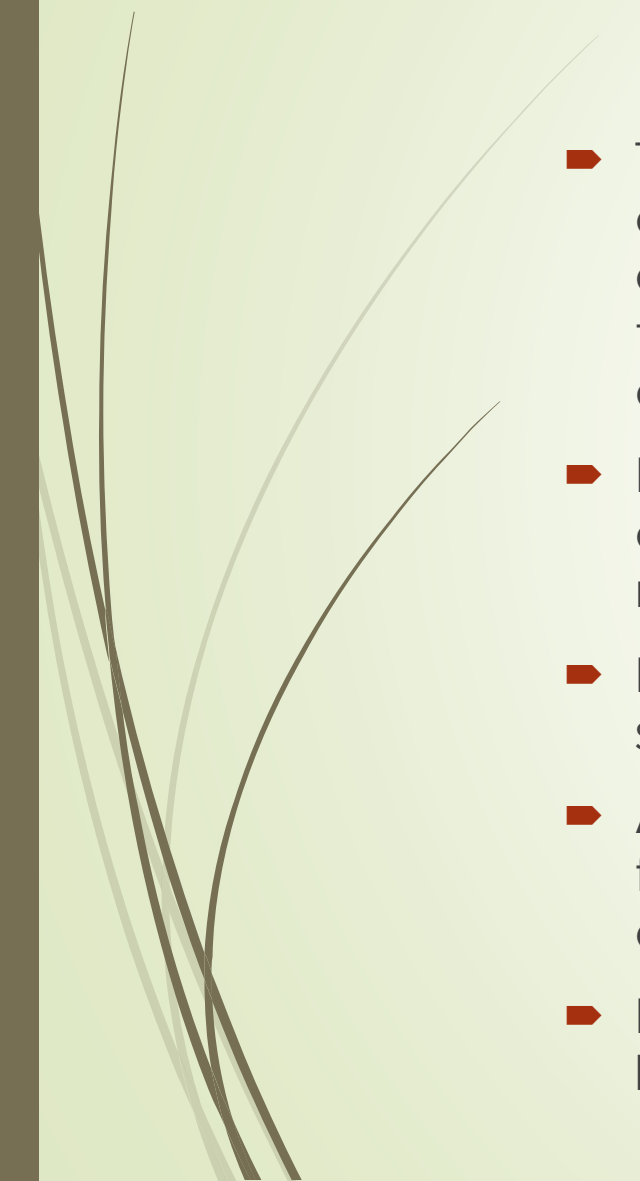
- Breast milk is a natural resource that has a major impact on child's health, growth and development and it is recommended for at least the first two years of a child's life. Breast milk contains the nutrients that a baby needs and in the right quantity.
- **Exclusive breastfeeding-** It is recommended that infants should be exclusively breastfed for the first six months of life. Thereafter, nutritionally adequate and safe **complementary** foods should be introduced while breastfeeding continues for at least two years. No other feeds or formula milk should be given till the baby is six months old. **On demand breastfeeding** (when the child requests) and allowing to feed until satiated.
- Knowledge of Mothers are the foremost providers of primary care for children. Their understanding of basic nutrition and health measures strongly influence the care they provide.



Rationale



- A number of studies have been done globally to determine mothers' knowledge on exclusive breastfeeding. Some of the studies have showed that **96%** of the mothers had good knowledge that **exclusive breastfeeding** should be practiced for six months and **90.6% knew that colostrum was good for the baby**. But despite having the correct knowledge only 68.6% practiced it.
- **Where as in Sabarkantha district Exclusive breastfeeding of the rural area practicing 63.3 percent and 47.8 percent of rural mothers of under three initiate breastfeeding within one hour, (source NFHS4)**
- According to NFHS4 fact sheet of Sabrakantha District **47.4%** of children under five years of age are **Underweight (weight-for-age)** and **53 % are stunted(height-for-age)**. Wasting is also quite evident in Gujarat, affecting 16 percent of Children under three years of age

- 
- 
- This study's aim was to determine the breast feeding knowledge , attitude and practices (initiating breastfeeding within one hour of child birth, exclusive breastfeeding for six months and breastfeeding until or beyond two years and on demand breastfeeding) of mothers in sabarkantha district of gujarat,
 - Decline in breastfeeding is associated with women's involvement in work as well as lack of knowledge on the benefits of the practice and management of lactation problems.
 - **Knowledge**-Mothers understanding the basic nutrition and health measures strongly influence the care they provide.
 - **Attitude**-There are different beliefs regarding breast feeding. "The cultural factors and taboos have a powerful influence on feeding practices and eating patterns.
 - **Practices**-Globally, the rates of practicing exclusive breastfeeding are still low (although the knowledge is high as above mentioned)

State and District Profile

Gujarat	
Total Population	60,439,692
Urban Population	42.60%
Rural Population	57.40%
Total Urban Children (0-6) age	11.47 % (2,952,359 children)
Total Rural Children(0-6) age	13.91 % (4,824,903 children)
Sabarkantha District Profile	
Total Population	24,28,589
Urban Population	14.98% (363,720 population)
Total Urban Children (0-6) age	12.44% (43,623)

Source- Census 2011



Research Question

- What is the level of existing Knowledge attitude and practices of mothers with children less than twenty four months regarding breastfeeding and complimentary feeding in urban population of Sabarkantha District, Gujarat?



Objective

- To assess the Knowledge attitude and practices (KAP) of mothers with children less than twenty four months regarding exclusive breastfeeding and complimentary feeding in Urban population of Sabarkantha District, Gujarat



Methodology

- **Study design** :Cross Sectional Descriptive Study
- **Study Location**- urban area of Sabarkantha district of Gujarat
(Himmatnagar,Prantij, Idar,Vadali, Khedbrahma)
- **Duration of study** :3 months (5th February to 5th may 2018)
- **Sample size** :100
- **Sampling Technique**- Using purposive sampling mothers who had children under the age of 24 months and residence of urban area of Sabarkantha District of Gujarat to be selected.
- **Data Collection Procedure**--Semi Structured questionnaire.
- **Data Analysis Procedure**- Using Microsoft Excel 2016



Sample size selection (N-100)



Total 5 Taluka

4 Anganwadi Centre from Each Taluka

5 mothers from each Anganwadi Center

- 
- 
- **Data collection instrument:** Semi structured Questionnaire to contain sections on
 - ✓ Demographic Performa which included variables such as age, educational status and occupation.
 - ✓ The knowledge regarding breastfeeding
 - ✓ Attitude regarding breastfeeding
 - ✓ Breastfeeding practices
 - **Study Population**
 - ✓ The study population were mothers with children less than twenty four months of urban area of Sabarkantha District, Gujarat

➤ **Inclusion criteria**

- ✓ Mothers with children less than twenty four months
- ✓ Urban population of Sabarkantha district Gujarat
- ✓ Mothers who gave allow to take part in the study.

➤ **Exclusion criteria**

- ✓ Mothers who do not want to take part in the study
- ✓ Caregivers of the child other than the mother were not a part of study.



Results

Background information of the respondents

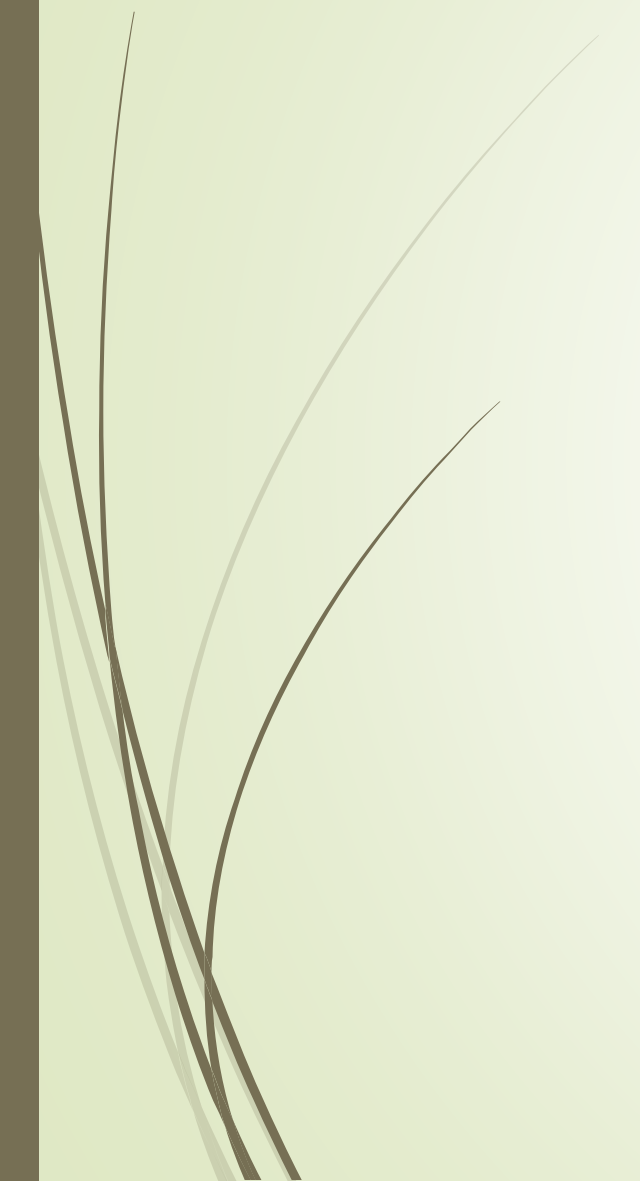
characteristics	Numbers (n=100)
Mothers age in Years	
<21	27
22-30	70
31-40	3
>40	0
Religion	
Hindu	73
Muslim	27
Others	0
Marital Status	
Married	100
single	0
separated	0
Widowed	0
Employment	
Formal employed	18
self employed	78
unemployed	4

No. of children in the family	
one	42
two	35
three	15
>=4	8
No. of living children in the family	
one	43
two	34
three	15
>=4	36
two	34



Characteristics of children

Characteristics	Numbers(n=100)
Gender	
male	57
female	43
Age(months)	
<6	14
6-12	54
13-24	32
Birth order	
1	45
2	34
3	13
>4	8



Knowledge, Attitude and Practice of Mothers about Breastfeeding and complimentary feeding

Knowledge of Mothers about Breastfeeding and complimentary feeding

Attribute	Numbers(n-100)
Time of initiating breastfeeding	
Within 1 hour after birth	50
After one hour	33
After one Day	14
don't know	3
Infants exclusive breastfeeding for the 1st 6 months of life	
Yes	39
No	61
Frequency of breastfeeding	
On demand	67
According to the timetable	22
Don't know/Not sure	11

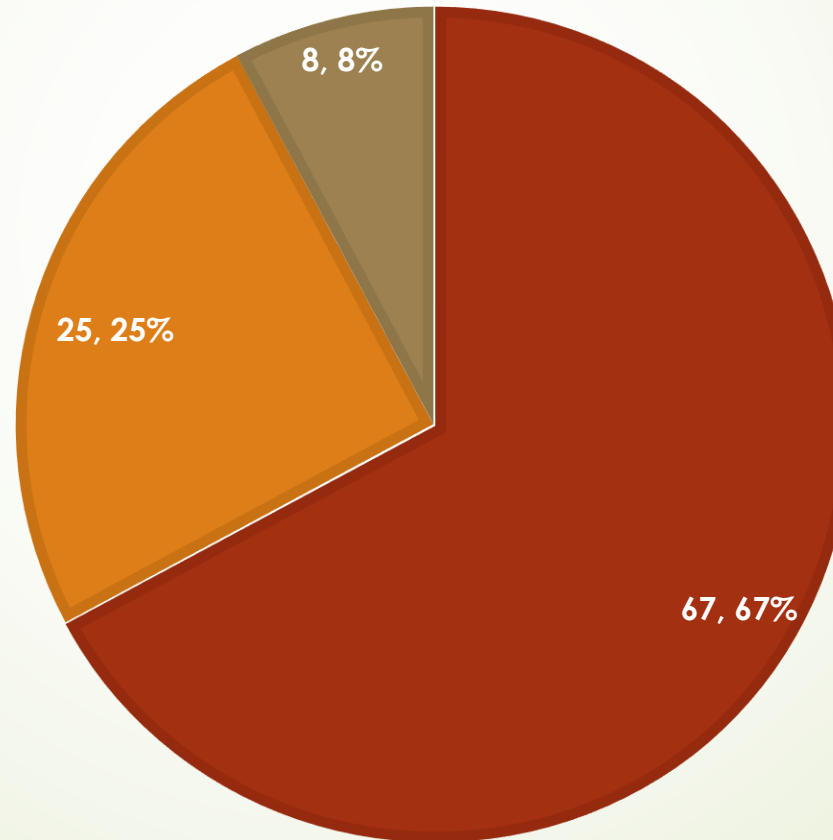
Attribute	Numbers(n-100)
Duration of b/feeding after initiating complimentary foods	
Less than 18 months	24
18 months	20
>18-24 months	48
>24 months	8
Time to initiate to complimentary foods	
<6 months	11
6 months	74
After 6 months	12
Source of Information	
Health Worker	87
Family & Relatives	62
Media	6

Practice of Mothers about Breastfeeding and complimentary feeding

Time of breast feeding was initiated

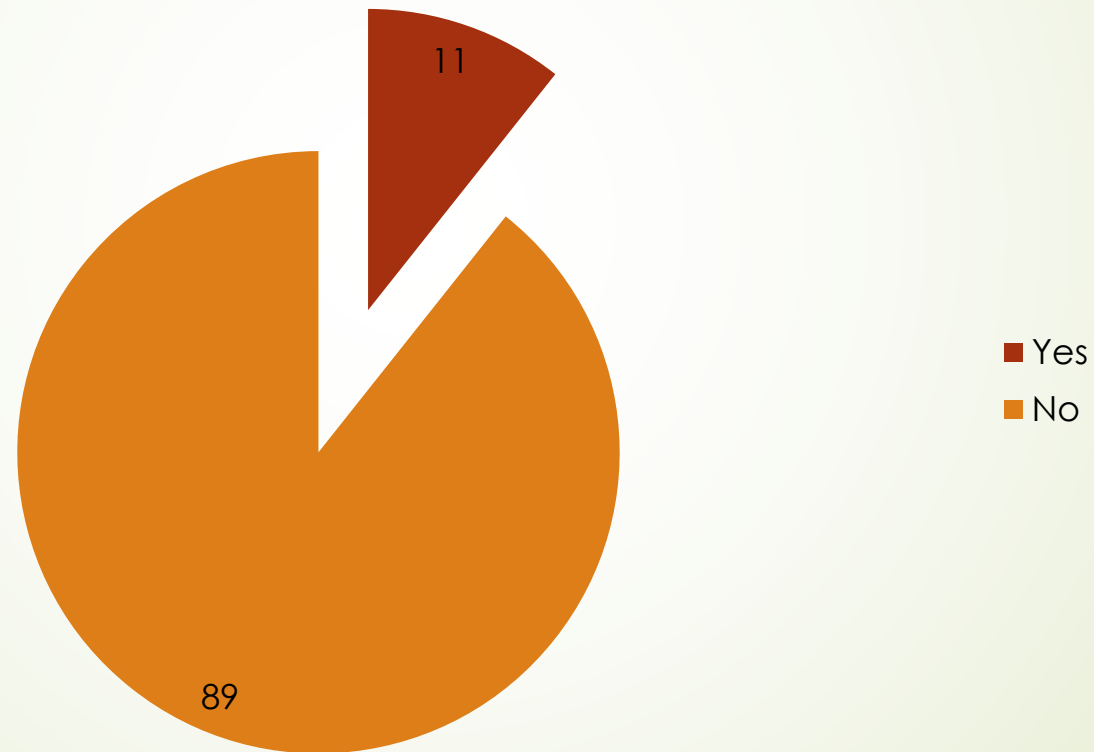
PERCENTAGE OF BREASTFEEDING(N-100)

■ Within One hour fter birth ■ After one hour of birth ■ After one day of birth



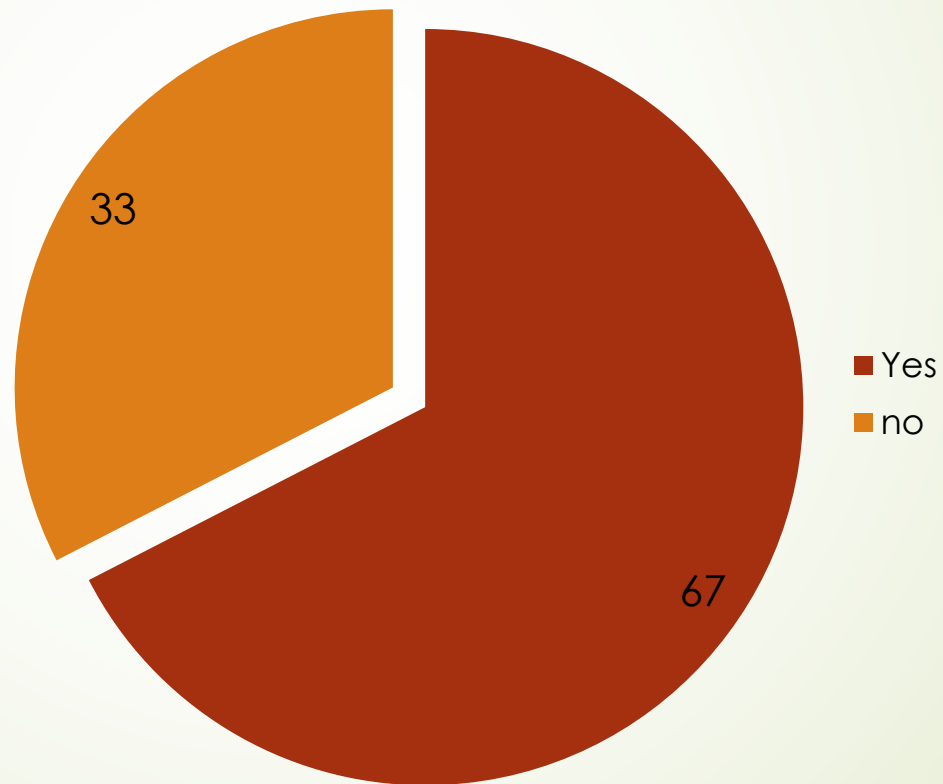
Baby feed on food or Liquid before starting of breastfeeding

Percentage of baby fed on food or liquid before initiating breastfeeding(n=100)

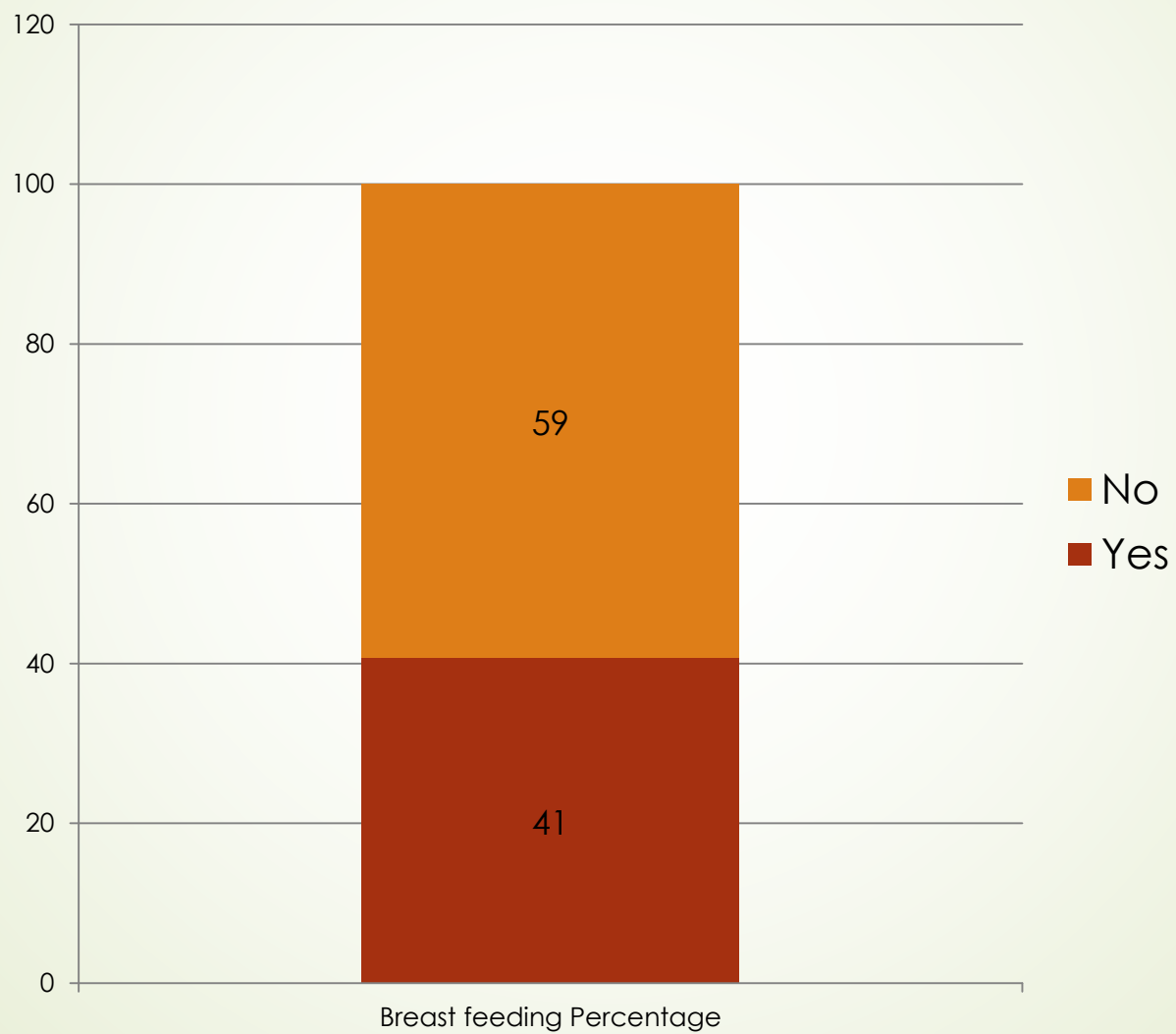


Breastfeed exclusively for six months

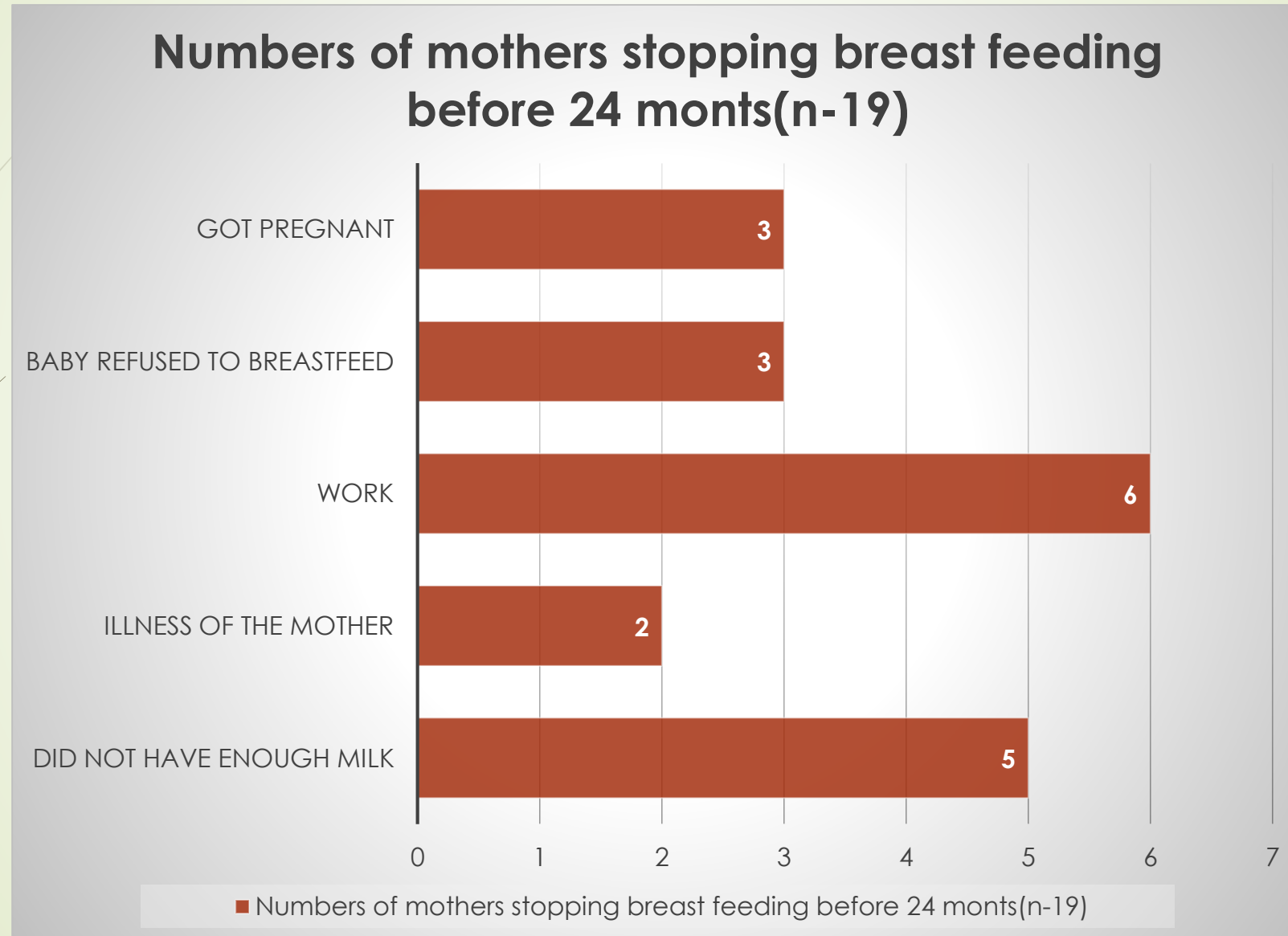
% of mothers Breastfeed exclusively for 6 months(n=86)



Out of 86 mothers of child whose age is above 6 month still breast feeding

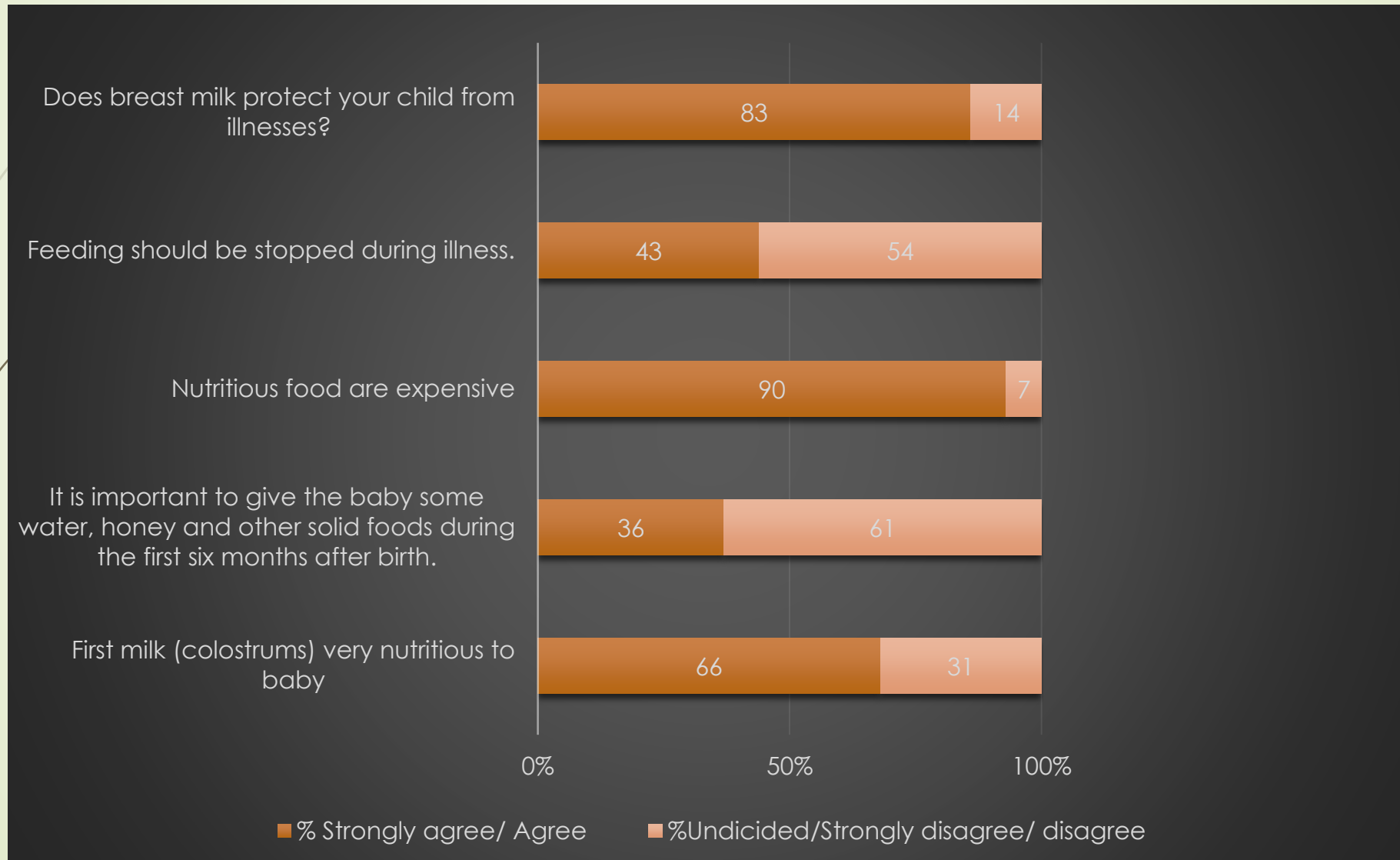


Reasons of mothers stopping breast feeding before 24 month



ATTITUDE-

Attitude of mothers towards breast feeding and complimentary feeding (n-100)



Discussion-

- **Knowledge-** Mother's knowledge regarding breastfeeding is very essential part for child health .The importance of breastfeeding to infant nutrition and prevention of infant morbidity and mortality and also the long chronic diseases is well established

(On this study 50 % of mothers have correct knowledge about time to initiate breastfeeding, whereas regarding exclusive breastfeeding only 39 are having appropriate knowledge but as per NFHS4 data of rural sabarkantha, 63.3 % children under age 6 months exclusively breastfed. The difference may due to the population of slums are not aware about the duration of exclusive breastfeeding)

- 
- 
- **Practice-**About the practice of initiating breastfeeding the data shows 65 percent had initiated breastfeeding within one hour and according to NFHS4 data of Sabarkantha 47.8 percent of rural mothers of under three initiate breastfeeding within one hour, the difference may due to availability of good health service and availability of health care staff to guide the mothers of urban population.
 - **Attitude-**Regarding attitude of mothers towards cost of nutritional food the 90 percent of the respondent strongly (agree) that the nutritional foods are expensive.

Conclusion-

- The study has shown that there are some gaps in terms of knowledge & Practice about breastfeeding and complimentary feeding.
- Like **50 percent** of mothers out of 100 mothers have appropriate knowledge that breast feeding should initiate after one hour of birth and **39 percent** have knowledge about correct duration of exclusive breastfeeding.. In terms of practice only **41 percent** out of 86 mother's breast feed their baby more than 6 month. And the measure reason for stopping breast feeding is due to work and not having enough milk. Further it is concluding that 90 percent belief that nutritious food are expensive. Therefore there is a need to increase knowledge of urban population regarding exclusive and complimentary breastfeeding.

References-

- National Family Health Survey - 4; 2015 -16; India Fact Sheet
- National Family Health Survey - 4; 2015 -16; Gujarat Fact Sheet
- National Family Health Survey - 4; 2015 -16; Sabarknatha Fact Sheet
- <http://www.census2011.co.in> the 15th National census survey of India
- Maternal & child nutrition: new dimensions of the dual nutrition burden; Indian J Med Res 130, November 2009, pp 575-578.
- World Health Organization. (2001). The World Health Organization's infant feeding recommendation. Retrieved January 28, 2016, from http://www.who.int/nutrition/topics/infantfeeding_recommendation/en/index.html
- Infant and Young Child Feeding Guidelines, 2016. Satish Tiwari, Ketan Bharadva, Bbalraj Yadav, Sushma Malik, Prashant Gangal, Cr Banapurmath, Zeeba zaka-ur-rab, Urmila Deshmukh, Visheshkumar and RK Agrawal, for the IYCF chapter of Jap



Thank You