

Effectiveness of video assisted teaching on knowledge regarding breastfeeding techniques among Primipara mothers in selected hospitals at Indore

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Abstract

A research was conducted among primipara mothers admitted in selected hospitals of Indore. Total 40 primipara mothers were selected. A pre-experimental one group pre-test and post-test research design was used for the current study. The study revealed that in the pre-test, the level of knowledge primipara mothers regarding breast feeding techniques was found to be poor (23%), average (17%) and good (0%). In the post test, the level of knowledge was found to be poor (0%), average (30%) and good (70%). Thus the educational programme has created a knowledge regarding breast feeding techniques.

Keywords: breastfeeding, primipara mothers

Introduction

Breast-feeding provides a unique bonding experience for mother and child. It stimulates most of the senses and close body contact allows the baby to recognize its mothers smell. The baby can feel and hear the sound of her heartbeats which is similar to the intrauterine environment.

Human milk is a remarkable and renewable resource. It cannot be duplicated. Human milk has no substitute and the breast is nature's apparatus for feeding the baby. Breast feeding is an art. In recognition of the immense importance of breast feeding, the Baby Friendly Hospital Initiative (BFHI) was launched by UNICEF/WHO in 1991. Breast feeding results in decreased problems such as infections and such other medical problems to the mother as well as the baby.

Objectives of the Study

- To assess the pre-test knowledge of primipara mothers regarding breast-feeding techniques.
- To evaluate the effectiveness of video assisted teaching regarding breast-feeding techniques among primipara mothers.
- To find out the association of pretest knowledge scores of primipara mothers with their selected socio demographic variables.

Assumptions

- Primipara mothers have some knowledge or lack of knowledge regarding breastfeeding techniques.
- Video Assisted Teaching will be effective to improve the knowledge of primipara mothers.

HYPOTHESES

- **H1:** There is significant difference in the mean pre test and

posttest knowledge scores regarding breast-feeding techniques among primipara mothers.

- **H2:** There is significant association of the pretest knowledge scores regarding breast-feeding techniques with selected socio demographic variables among primipara mothers.

Materials & Methods

Research design: A pre experimental, one group pretest posttest research design.

Setting: The study was conducted at two different postnatal wards of selected hospitals in Indore.

Population: Primipara mothers admitted in postnatal ward of selected hospitals of Indore

Sampling Procedures: Non probability purposive sampling technique

Sample size: 40 primipara mothers of selected hospitals

Inclusion criteria for sampling

- Primipara mothers who are willing to participate.
- Primipara mothers who are available during the period of data collection.

Exclusion criteria for sampling

- Primipara mothers who are not willing to participate

Instruments used

To meet the objectives of the study, the tool used for the study will be comprised of

Part 1: Description of socio demographic variables of primipara mothers.

Part 2: Structured knowledge questionnaire on regarding breast feeding techniques.

Table showing the level of knowledge of breast feeding techniques among primipara mothers in their pre-test and post-tests.

SCORE	Frequency	Pre Test (%)	Frequency	Post Test (%)
Poor (<6)	23	57.5	0	0
Average (7-12)	17	42.5	12	30
Good (13-18)	0	0	28	70

Result

The study revealed that in the present study, the level of knowledge of primipara mothers 57.5 % of the respondent had poor knowledge regarding breast feeding techniques before the implementation of video assisted teaching. But after the implementation of video assisted teaching 10 % of them had average knowledge and 90% of them had good knowledge.

The mean post test scores of 89.84 % was higher than the mean pretest score of 26.60% the improvement in mean score overall knowledge was 31.11 with t test value of and found to be significant at level of $p \leq 0.05$ which shows significant increase in knowledge and thus it proves the effectiveness of the video assisted teaching

Conclusion

Breastfeeding has been accepted as the most vital intervention for reducing infant mortality and ensuring optimal growth and development of children. Human milk is a remarkable and renewable resource. It cannot be duplicated. Human milk has no substitute and the breast is nature's apparatus for feeding the baby. Breast feeding is an art.

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