



Effectiveness of video assisted teaching regarding knowledge on breast feeding among primigravidae attending antenatal OPD at selected maternity Hospitals, Bangalore

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Abstract

Background and Objectives: Breast milk is the food designed by nature for human babies. Breast milk and breastfeeding have much health, emotional and practical benefits for the mother and the baby. Breast feeding is a unique, exciting and often joyous time in a woman's life. Breast milk is designed by nature. Primigravidae is the one who is more anxious about breast feeding because of the lack of previous exposure to breast feeding. In order to educate and encourage the primigravidae, to improve their knowledge regarding breast feeding, the study was conducted to evaluate the Effectiveness of video assisted teaching regarding knowledge on breast feeding among primigravidae attending antenatal OPD at selected maternity hospital, Bangalore.

Methods: Pre-experimental design, with purposive sampling method was used. Information was collected from 40 primigravidae regarding breast feeding using the structured interview schedule. Video assisted teaching was implemented and post-test was conducted after 7 days to find the effectiveness.

Results: Majority of respondents were from 19-26 years were Hindus, belongs to nuclear family, completed middle school education, occupation being home maker, monthly income below Rs. 3,000, attained menarche at 19-21 years; between 32-34 wks of gestation. The overall mean knowledge score in the pre-test was 37.9% and 79.5% in the post test with enhancement of 41.5% and it was significant at 5 % level. Analysis of socio-demographic variables showed significant association between age in years, occupation, age at menarche, gestational age with knowledge score at 5% level ($P > 0.05$).

Interpretation and Conclusion: Overall findings showed that pre-test knowledge scores were found to be 37.9% and after, video assisted teaching knowledge of primigravidae was enhanced by 41.5% regarding breast feeding. Hence the result has proved that video assisted teaching was effective in improving the knowledge of primigravidae on breast feeding.

Keywords: breast feeding, knowledge, primigravidae

Introduction

Breastfeeding is the most natural way to feed the baby. It provides all the nutrition to the baby needs during the first six months of life. It also helps to create a loving bond between the mother and the baby. Breast milk has a number of health benefits for the baby. It also satisfies the baby's thirst. Not only it is convenient, cheap, and always available, it also reduces the risk of haemorrhage immediately after delivery. Breast milk is the food designed by nature for human babies. Breast milk and breastfeeding have much health, emotional and practical benefits for the mother and the baby. Breast feeding is a unique, exciting and often joyous time in a woman's life. Breast milk is designed by nature. Breast milk has developed over millions of years to be exactly suited to the baby's needs. Primigravidae is the one who is more anxious about breast feeding because of the lack of previous exposure to breast feeding. In order to educate and encourage the primigravidae and to improve their knowledge regarding breast feeding, the study was conducted to evaluate the Effectiveness of video assisted teaching regarding knowledge on breast feeding among primigravidae attending antenatal OPD at selected maternity hospital, Bengaluru.

Knowledge regarding breast feeding has a positive influence on the antenatal women, to take adequate care of her and intern leads to better compliance during post natal period,

there by leading to adequate breast feeding. The breast feeding experience is a complex event and important life experience for women. Studies show that women who are prepared and use the comfort breast feeding techniques from child birth preparation classes by using Video assisted Teaching make the breast feeding easier and have a positive benefit to the mother and the baby.

The objectives of the study

1. To assess the existing level of knowledge regarding breast feeding among primigravidae attending antenatal OPD of selected maternity hospitals, Bangalore.
2. To evaluate the effectiveness of Video assisted Teaching regarding breast feeding among primigravidae attending antenatal OPD of selected hospitals, Bangalore.
3. To find out the association between post test knowledge scores regarding breast feeding among primigravidae attending antenatal OPD of selected hospitals, Bangalore and their selected socio- demographic variables.

Hypotheses

H₁: There will be a significant increase in the mean post test knowledge scores of primigravidae regarding breast feeding.

H₂: There will be a significant association between the post

test knowledge scores of primigravidae regarding breast feeding and selected socio- demographic variables.

Assumptions

1. Primigravidae will have some knowledge regarding breast feeding.
2. Video assisted teaching can increase the knowledge of Primigravidae regarding breast feeding and improves breast feeding techniques.

Variables of the study

1. **Independent Variables:** Video assisted teaching on breast feeding.
2. **Dependent variables:** Knowledge of primigravidae regarding breast feeding.
3. **Socio-demographic variables:** Age, Educational status, Type of family, Religion, Occupation, family income, age at menarche, age at marriage, gestational age and Source of Information.

Delimitation

The study is delimited to 40 primigravidae attending antenatal OPD of selected maternity hospitals, Bangalore.

Conceptual framework

The conceptual framework of the study parameter is based on Orem’s self care model. The study was aimed at developing and evaluating the effectiveness of Video assisted teaching on knowledge regarding breast feeding. According to Orem, adequate knowledge about breast feeding improves the breast feeding practices of the mother and have positive outcome.

Methodology

Research approach and design

An evaluative approach was adopted and pre experimental with one group pre-test and post-test design was used for this study. Study was conducted in vanivilas maternity hospital, Bangalore. The primigravidae were selected from antenatal OPD of Vanivilas Maternity Hospital, Bangalore. Forty primigravidae were selected by purposive sampling technique.

Criteria for selection of samples

Inclusion criteria

- Primigravidae who have completed 32 weeks of gestation

- Primigravidae who are willing to participate in the study.

Exclusion criteria

- Primigravidae with high risk pregnancy.
- Primigravidae who are not present at the time of data collection.

Tool used for the study

A structured interview schedule and video assisted teaching material were prepared to collect the data to achieve objectives of the study. The tool was developed by the investigator after reviewing the related literature and guidance from the experts in the field.

Section I: Socio demographic schedule consists of 10 items which include Age, Educational status, Type of family, Religion, Occupation, family income, age at menarche, age at marriage, gestational age and Source of Information on breast feeding.

Section II; Structured interview schedule regarding Knowledge on breast feeding consists of 34 items of multiple choices.

Section III; Video assisted teaching material consists of 3 components. They are Anatomy and physiology of breast, physiology of lactation, breast feeding techniques.

Procedure for data collection

Formal permission was obtained from the Medical superintendent of Vanivilas hospital and written consent was taken from the subjects. Socio – demographic data was collected from subjects through structured interview schedule. The pre- test was conducted among primigravidae to assess the pre- test knowledge level regarding breast feeding. The facility for video screening of the teaching was arranged in the comfortable room. Videos were projected with step by step explanation regarding Anatomy and physiology of breast, physiology of lactation, breast feeding techniques. Video Assisted teaching was screened through projector for 40 minutes. After one week Post test was conducted to assess the knowledge of subjects regarding breast feeding through the same structured interview schedule which was used for pre- test.

Results

Table 1: Aspect wise mean pre- test and post – test knowledge of primigravidae attending antenatal OPD. N=40

NO.	Knowledge aspects	Respondent’s knowledge (%)						Paired ‘t’ Test
		Pre-test		Post -test		Enhancement		
		Mean	SD	Mean	SD	Mean	SD	
I	Anatomy and physiology of the breast	33.2	12.7	77.1	16.1	43.9	18.4	15.09*
II	Advantages of breast feeding	36.0	12.8	79.3	10.2	43.3	14.0	19.56*
III	Timing and duration of breast feeding	45.4	16.9	83.8	13.9	38.3	16.1	15.05*
IV	Breast feeding techniques	38.6	15.9	78.9	13.2	40.2	14.7	17.30*
	Combined	37.9	10.3	79.5	6.8	41.5	9.5	27.63*

*Significant at 5% level t(0.05,39 df)=1.96

Table 2: Classification of subjects regarding knowledge on breast feeding

Knowledge level	Category	Classification of subjects				X ² Value
		Pre test		Post test		
		Number	Percent	Number	Percent	
Inadequate	< 50%	29	72.5	0	0.0	56.17*
Moderate	51-75%	11	27.5	13	32.5	
Adequate	> 75%	0	0.0	27	67.5	
Total		40	100.0	40	100.0	

*Significant at 5% level χ^2 (0.05,2 df)=5.991

Table 3: Over all pre test and post test mean knowledge score on breast feeding

	Max. score	Subject's knowledge				Paired't' test
		Mean	SD	Mean%	SD%	
Pre test	34	12.93	3.5	37.9	10.3	27.63*
Post test	34	27.03	2.3	79.5	6.8	
Enhancement	34	14.13	3.2	41.5	9.5	

*Significant at 5% level t(0.05,39 df)=1.96

Table 4: Association between socio-demographic variables and post test knowledge score

Socio-demographic variables	Category	sample	Subject's knowledge				Chi square	P value
			Moderate		Adequate			
			N	%	n	%		
Age(years)	19-22	20	3	15	17	85	5.58* df=1	P<0.05
	23-26	20	10	50	10	50		
	combined	40	13	32.5	27	67.5		
Educational Status	Primary School	10	6	60	4	40	4.67 NS df=3	P>0.05
	Middle School	12	3	25	9	75		
	High School	10	2	20	8	80		
	Pre University	8	2	25	6	75		
	combined	40	13	32.5	27	67.5		
Occupation	Home Maker	31	8	25.8	23	74.2	6.88* df=2	P<0.05
	Daily Wages / coolie	5	4	80.0	1	20.0		
	Private Employee	4	1	25.0	3	75.0		
	combined	40	13	32.5	27	67.5		
Age at menarche	12-13	25	5	20	20	80	4.75* df=1	P<0.05
	14-15	15	8	53.3	7	46.7		
	combined	40	13	32.5	27	67.5		
Age at marriage	19-21	22	7	31.8	15	68.2	0.01 ^{NS} df=1	P>0.05
	22-24	18	6	33.3	12	66.7		
	combined	40	13	32.5	27	67.5		
Gestational age in weeks	32-34	28	6	21.4	22	78.6	5.22* df=1	P<0.05
	36-38	12	7	58.3	5	41.7		
	combined	40	13	32.5	27	67.5		
Religion	Hindu	20	7	35	13	65	0.16 NS df=2	P>0.05
	Muslim	14	4	28.6	10	71.4		
	Christian	6	2	33.3	4	66.7		
	combined	40	13	32.5	27	67.5		
Family income/month	Rs.2000-3000	22	8	36.4	14	63.6	0.33 ^{NS} df=1	P>0.05
	Rs.4000-6000	18	5	27.8	13	72.2		
	combined	40	13	32.5	27	67.5		
Type of family	Nuclear	24	8	33.3	16	66.7	0.02 ^{NS} df=2	P>0.05
	Joint	16	5	31.2	11	68.8		
	combined	40	13	32.5	27	67.5		
Source of information on breast feeding	Print media	2	0	0.0	2	100	2.02 ^{NS} df=3	P>0.05
	Health personnel	6	1	16.7	5	83.8		
	Family members	21	8	38.1	13	61.9		
	Others	11	4	36.4	7	63.6		
	combined	40	13	32.5	27	67.5		

Findings of the study

Based on the age equal proportion (50%) of the respondents belongs to the age group of 19-22 years and 23-26 years. 30% of the respondents completed middle school education. 77% were home makers. 62.5% attained menarche between the age of 12-13 years. 55% were married between the age of 19-21 years. 70% were belonged to 32-34 weeks of gestation.

The overall post test mean knowledge found to be 79.5% with SD of 6.8%. The highest mean 83.8% seen in timing and duration of breast feeding.

The overall pre test mean knowledge score was 37.9% & post test value was 79.5% with enhancement of 41.5%. Paired 't' test shows statistical significance at 5% level ($p < 0.05$) establishing the impact of video assisted teaching on breast feeding among primigravidae.

Findings related to association between post test knowledge score and socio-demographical variables shows significant association between age, occupation, age at menarche, gestational age and knowledge scores. There was no significant association between educational status, age at marriage, religion, family income/month, type of family, sources of knowledge on breast feeding and post test knowledge score.

Conclusion

The pre test knowledge score among primigravidae was inadequate and post test knowledge score found adequate. There was significant enhancement in knowledge score of primigravidae after conducting video assisted teaching on breast feeding. There was significant association found between post test knowledge score and selected socio-demographic variables such as age, occupation, age at menarche, gestational age at 0.05 levels. The findings of the study reveals that there was no significant association found between post test knowledge score and selected socio-demographic variables such as educational status, age at marriage, religion, family monthly income, type of family, source of information on breast feeding at 0.05% level.

Recommendations

- A replication of present study can be conducted on larger samples.
- A similar study can be conducted in different hospital settings such as antenatal wards, antenatal clinics and in community area.
- A comparative study can be done between Urban and Rural antenatal mothers.
- Manuals and information booklets may be developed to enhance the knowledge on breast feeding.

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