

Effect of counselling on breast feeding practices in the rural community, Non Randomized Control Trial

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Objectives

To know effect of regular counselling will on the incidence of exclusive breast feeding in the interventional group. To measure the impact of programme on weight of the infant at 6 months.

Introduction

Every woman wants to breast feed her babies but exclusive breast feeding for optimal duration is rarely being practiced in many parts of the world. The current incidence of exclusive breast feeding is 16%, around the globe. So the present study is undertaken to observe the advantages of exclusive breast feeding practices, by implementing the techniques for promotion of exclusive breast feeding, assisted by trained female counsellors.

Methodology

Two PHCs were selected randomly in Bellary district. One PHC was interventional served as cases and the other was non interventional and served as controls. 54 Pregnant woman, who have completed 32 weeks of gestation were included both in intervention and non-

intervention group and preterm baby, mother of prolonged illness and HIV positive mothers were excluded from the study. The female counsellors were trained in one day workshop regarding the optimal breast feeding practices based on WHO, UNICEF, BPNI guidelines. Trained female counsellors visited mothers on first day of delivery to ensure early initiation, colostrum feeding and teaching breast feeding techniques; on third day to ensure colostrum feeding, to identify breast feeding problems and on seventh day to ensure adequate lactation performance and then monthly once visit for 6 months. Assessment of the breast feeding practices was done monthly in both the groups.

Results

At the end of 6 months, incidence of exclusive breast feeding, prelacteal feeds, colostrum feeding in the interventional group was 83.3%, 18.5% and 94.4% respectively when compared with non interventional group having incidence of 20.3%, 55.5% and 61.1% respectively and these differences were found to be statistically significant. There was statistically significant difference in the mean baby weight at the end of 6 months in interventional group (7.08kgs) when compared with non interventional group (6.6kgs).