Effect of Video-Assisted Teaching Programme on Management of Breastfeeding Problems

Gomathi B

Abstract

With a view to assess the effectiveness of video-assisted teaching programme on management of breastfeeding problems, a quasi-experimental study with a quantitative approach was undertaken on 100 post-natal mothers. Purposive sampling technique was used in selecting the post-natal mothers. Prior to implementation of video-assisted teaching programme, the post-natal mothers had poor knowledge, whereas after implementation of video-assisted, teaching program the post-natal mothers knowledge was significantly improved with the difference of mean percentage revealing effectiveness of video-assisted teaching module. It was also found that the post-natal mothers were not aware of the importance of exclusive breastfeeding.

Breast milk is the nature's most precious gift to the newborn. It is 'must' to meet nu tritional as well as emotional and psychological needs of the infant. Human milk is unequivocally superior to other milks as it is remarkably adapted to the requirements of the infant and provides the best start in life. However, most mothers discontinue breastfeeding due to various reasons. Knowledge related to the importance of breastfeeding is one of the major causes for mothers to discontinue breastfeeding.

Breastfeeding mothers may develop some problems which lead to complications if not treated. Breastfeeding problems, as stated by various authors are sore nipples, inverted nipples, breast engorgements, mastitis, breast abscesses and insufficient milk supply.

Grampian & Martines (2002) reported that in India 23 percent of women experienced breast-feeding problems during puerperium 33 percent in the first 2 weeks of post-partum and 28 percent in the weeks there after. In India, breastfeeding problems occurred 31.7 percent of cases in the first month of life, among which 77 percent were in 2nd week and 15.4 percent in 3rd week after the delivery (Gupta, 2004).

In a majority of cases, breast feeding complications are preventable if the mother receives appropriate education about breastfeeding. All mothers must be emotionally and physically prepared and motivated for breastfeeding during pregnancy, so that they don't have difficulties to establish successful breastfeeding (Singh, 2003).

The author is : Lecturer, Himalayan College of Nursing, HIHT University, Dehradun (UK)

Educational videos are a very interesting medium for sharing knowledge. By the help of videos, we can see the real or imaginary problems with keen interest and rapt attention. Educational videos are produced with specific academic theme instruction. They provide reality and imagination, variety and novelty, motion and animation by making instruction interesting.

The main objective of management of breastfeeding problems is to help mothers understand the breastfeeding problems and to practice solution to the problem. This can help prevent complications related to breastfeeding problems.

Objectives

This study attempted (i) to assess the effectiveness of a video-assisted, teaching programme on knowledge of management of breastfeeding problems, and (ii) to find out the association between post-test knowledge scores of postnatal mothers regarding management of breastfeeding problems and selected demographic variables.

Hypotheses:

Ho_1 There will be no significant difference between pre- and post-test knowledge scores of postnatal mothers regarding management of breastfeeding problems.

Ho_2 There will be no significant association between the post-test knowledge scores of post-natal mothers and their selected demographic variables.

Review of Literature

Every child born in a family is a bundle of joy. The bond with the baby gets stronger and thicker day by day. Breastfeeding creates a unique bond between

the mother and her baby. When the mother breastfeeds, she gives adequate warmth, affection and security as well as food and protection to her baby (Catfanco et al, 2006). After a survey among 937 samples, Amir (2002) stated that fundamental determinants of unsuccessful breastfeeding are lack of maternal confidence, incorrect nursing technique and maternal stress particularly fatigue and improper diet intake. Rebkan (2002) found that out of 120 breastfeeding mothers inadequate milk supply and employment were the two most common reasons for early weaning.

Analysing the pattern of breastfeeding in 128 mothers and to identify causes of failure to breastfeed, 106 (83%) were found to breastfeed, 90 (70%) mothers had no university education and only 72 (50%) mothers had some health education. The reason for switching to formula feeding was inadequate milk supply (50%), working mothers (12.7%) and life style (10%). The most common obstacle to sustaining breastfeeding was the misconception of mothers regarding adequate milk (Anjum, 2003).

In India breast engorgement occurs during puerperium. Recent studies of mastitis from developing countries revealed that clinically apparent in 20-31 percent of mothers and above 10 percent of women with mastitis develop an abscess (Michie & Stehmen, 2005). Novotny et al (2000) explained that there is a decrease in risk of pre-menopausal breast cancer and ovarian cancer in women who breastfeed their infants as compared to women of similar age who do not breastfeed their infants. Nanavathi et al (2004) revealed that mothers had lack of knowledge in areas related to breastfeeding and little practical experience in the management of breastfeeding problems.

Komara et al (2007) in a study on impact of innovative video in USA concluded that the video is an effective method of breastfeeding promotion among earning women.

Methodology

A quasi-experimental with pre- and post-test without control group design and Quantitative approach was selected to carry out the study. The study population comprised of all post-natal mothers admitted in the post-natal ward after delivery in a selected hospital. The sample size for the study was 100 post-natal mothers. Purposive sampling technique was used for selecting the samples. The tools used for the study were: (i) Close-ended questionnaire to assess the knowledge regarding management of breastfeeding problems; Part A: Assessing demographic variables, Part B: Management of breastfeeding problems, and (ii) Video-assisted Teaching Module regarding management of breastfeeding problems.

Results

The frequency and percentage wise distribution of demographic variables of postnatal mothers revealed the following facts.

1. 71 percent of post-natal mothers were in the age group of 18-25 years.
2. 82 percent were Hindus.
3. 47 percent of post-natal mothers had secondary education.
4. 88 percent of post-natal mothers were house wives.
5. 76 percent of post-natal mothers belonged to nuclear families, where as 24 percent were from joint families.
6. 71 percent of post-natal mothers had monthly income of Rs 3001-5000.
7. 75 percent were primigravida mothers.
8. 72 percent of post-natal mothers did not receive any information regarding management of breastfeeding problems.

The overall pre-test mean score was 29.06 percent (8.72 ± 3.2) whereas in post-test the mean score was 68.3 percent (20.5 ± 2.85) revealing the effectiveness of video-assisted teaching programme regarding knowledge on management of breastfeeding problems.

Paired 't' test was used to assess the significant difference between pre- and post-test knowledge score regarding management of breastfeeding problems. The findings shows that there is a significant statistical difference between pre- and post-test at the level of $p<0.05$.

Chi square test was used to find out the association between post-test knowledge scores and demographic variables of the post-natal mothers. No significant association was found between pre and post-test knowledge scores of the post-natal mothers when compared to age, religion, educational status, occupation, type of family, family monthly income, parity and the source of information regarding management of breastfeeding problems.

Discussion

The pre-test mean score was 8.72±3.2 which is 29.06 percent whereas, in post-test the mean score was 20.5±2.85 which is 68.3 percent revealing the effectiveness of video-assisted teaching programme regarding management of breast-feeding problems. The positive results of this study is suggested by Bell &

Rowlings (2007) who reported that the knowledge of postnatal mothers with breastfeeding problems is promoted significantly by education.

Since there was a highly significant difference between the area-wise score values of pre-test, post-test and the overall score, hence, the null hypothesis (H01) was rejected and statistical hypothesis was accepted ($p<0.05$) of and p value of t (18.78) indicating the effectiveness of the video-assisted teaching programme. Newmann (2006) found that post-natal mothers from experimental group also had more knowledge regarding management of breastfeeding problems than the mothers of control group ($p<0.05$) and further education in management needs to be given to the mothers in order to help them in breastfeeding problems.

No significant association was found between post-test knowledge scores of the post-natal mothers when compared to age, religion, educational status, occupation, type of family, monthly family income, parity and the source of information regarding management of breastfeeding problems. Hence the null hypothesis HO_2 was accepted. It is contradictory to the study conducted by Subbiah (2003) who found significant association between the knowledge scores when compared to the demographic data.

Conclusion

Educating the mothers regarding management of breastfeeding problems will prevent the complications associated with breastfeeding problems and improve breastfeeding.

Implications

Nursing Service

- The content of the Video-Assisted Teaching Programme will help nursing professionals working in hospitals and community for reinforcing their knowledge on management of breastfeeding problems.
- The findings will help nursing personnel to estimate the effectiveness of Video-Assisted Teaching Programme.
- The self-instructional module on Video-Assisted Teaching Programme can be used to educate the postnatal mothers on managing breastfeeding problems.
- Using this type of advanced method in imparting knowledge the maximum utilisation manpower is minimised.

Nursing Education

- The nurse educators need to prepare the nursing students to educate post-natal mothers on management of breastfeeding problems.
- Nurse educators need to educate the nursing personnel and peripheral level health workers to improve the postnatal mothers knowledge regarding management of breastfeeding problems.

Nursing Research

- The finding of the study can be utilised for conducting research using larger sample.
- Further research on assessing the postnatal mothers with breastfeeding problems.

Recommendations

A large scale study can be done for its replication to standardise the Video-Assisted Teaching Programme on management of breastfeeding problems. Similar study can be conducted with an experimental research approach having a control group and randomisation. A Self Instructional Module can be prepared and tested for its effectiveness.

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