

# Evaluate the Impact of Baby-Friendly Hospital Initiative Policies on Lactation Success among Mothers

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**Abstract:-** The 'Baby-friendly hospital initiative' (BFHI), is intended to give every baby the best start in life by ensuring that, in environment such as hospital birthing units, breastfeeding is promoted as the norm and not supplemented by infant formula. The baby-friendly hospital initiative policies are a global United Nations Integrated Child Education Fund (UNICEF)/World Health Organization (WHO) sponsored effort to promote breastfeeding. The Baby Friendly Hospital Initiative, based upon the 'Ten Steps to Successful Breastfeeding', is an effective evidence-based model of prenatal care that protects, promotes, and supports breastfeeding. It seems that now-a-days, women are more concern in bringing more income to the family and they do not have the time for their babies to even breastfeed. Hence, researcher felt need of finding out the effectiveness of baby-friendly hospital initiative polices in this commercial era.

## I. STATEMENT OF THE PROBLEM

“A descriptive study to evaluate impact of baby-friendly hospital initiative policies on lactation success among mothers in selected hospitals at Bangalore.”

➤ *The objectives of the study were*

- To assess the existing knowledge of mothers on baby-friendly hospital initiative policies.
- To find out association between knowledge of mothers with demographic variables.
- To assess impact baby-friendly hospital initiative policies.

## II. RESEARCH HYPOTHESIS

**H<sub>1</sub>:** There will be an association between knowledge of mothers with demographic variables.

**H<sub>2</sub>:** There will be an inadequate knowledge among mothers about BFHI policies.

## III. METHOD

- *Research approach:-* Quantitative descriptive survey approach. The research design used was Non Experimental descriptive design.
- *Setting of the study:-* The present study was conducted in postpartum ward, pediatric ward, and outpatient pediatric department of K.C. G Hospital, Bangalore.
- *Samples:-* In the present study the samples were mothers having baby up to one year of age, who were present in the hospital during the time of data collection
- *Sampling Technique:-* Purposive sampling technique.
- *Sample Size:-* Comprised of 60 mothers having baby up to one year of age.

➤ *Criteria for sample selection*

### • *Inclusion criteria*

1. Mothers had baby up to one year of age.
2. Mothers who were present at the time of data collection.
3. Mothers who were willing to participate in the study.

### • *Exclusion criteria*

1. Mothers who did not know how to read English and Kannada.
2. Mothers who were not breast feeding.

➤ *Analysis of the collected data:*

*Section - 1: Demographic Characteristics of Respondents (n=60)*

Characteristics	Category	Respondents	
		Number	Percent
Age group (years)	20-30	50	83.3
	30-40	10	16.7
Educational status	Primary	14	23.3
	Higher secondary	22	36.7
	Diploma	17	28.3
	Graduate	7	11.7
Occupation	Unemployed	29	48.3
	Unskilled worker	12	20.0
	Office worker	7	11.7
	Skilled worker	12	20.0
Type of Delivery	Normal vaginal	31	51.7
	Caesarean	29	48.3
Place of Delivery	Government	29	48.3
	Private	24	40.0
	Home delivery	7	11.7
Religion	Hindu	53	88.3
	Muslim	7	11.7
Type of Family	Joint	32	53.3
	Nuclear	15	25.0
	Single parent	13	21.7
Family Income/month	Below Rs.5,000	34	56.7
	Rs.5,001-10,000	11	18.3
	Rs.10,001-15,000	15	25.0
Number of Children	One	32	53.3
	Two	21	35.0
	Three	7	11.7
Received Information on Baby friendly hospital initiative policies	Yes	44	73.3
	No	16	26.7
Source of Information	Nurses	26	43.3
	Doctors	18	30.0
Availability of Health care facility nearby	Yes	44	73.3
	No	16	26.7
Source of Facility	Government	40	66.6
	Non-government	4	6.7

Table 1

*Section - 2: Overall and Aspect wise Knowledge scores of Respondents on Baby- friendly hospital initiative policies*

Overall Knowledge scores of Respondents on Baby-friendly hospital initiative policies. Out of 60 respondents, 34(56.7%) were having inadequate knowledge, 26(43.3%) moderate knowledge and no one had adequate knowledge.

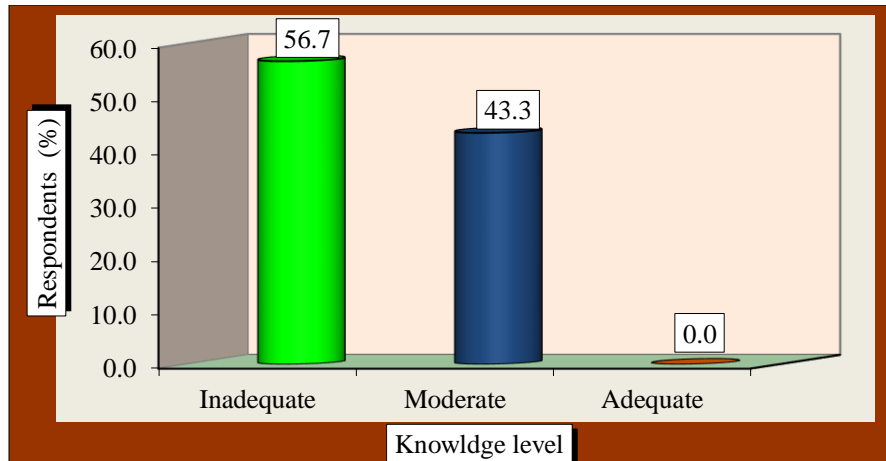


Fig 1:- Classification of Respondents Knowledge level on BFHI policies

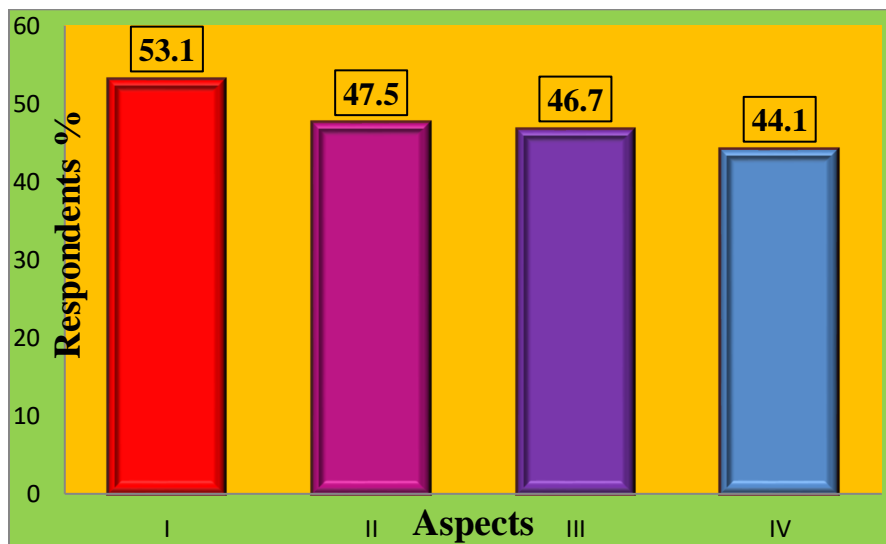


Fig 2:- Aspect wise Mean Knowledge scores of Respondents on BFHI policies

No.	Knowledge Aspects	State-ments	Max. Score	Range Score	Knowledge Scores N=60			
					Mean	SD	Mean (%)	SD (%)
I	General Information on Breast milk & Breast feeding	16	16	2-15	8.50	3.0	53.1	18.9
II	Management of Breast feeding	11	11	1-10	4.85	2.0	47.5	18.0
III	Exclusive Breast feeding	2	2	0-2	0.93	0.6	46.7	31.7
IV	Expressed Breast feeding	6	6	1-5	2.85	1.3	44.1	21.2
	Combined	35	35	5-26	17.13	5.6	49.0	16.0

Table 1

*Section.-3: Association between Demographic variables and Knowledge level on Baby friendly hospital initiative policies on Lactation success*

The study found demographic variables (Age group, educational status, type of delivery, place of delivery and number of children , availability of health care facility nearby and source of facility ) were associated with knowledge level of respondents which is highly significant at  $p < 0.005$  level.

*Hypothesis stated was accepted.* The study also revealed that there was no significant association between respondent’s level of knowledge on BFHI policies and the demographic variables like occupation, religion, type of family, family income, received information on BFHI policies and source of information. *Hence hypothesis was rejected.*

➤ *Major findings of the study*

The present study shows that majority of the respondents, 34(56.7%) were having Inadequate knowledge, 26(43.3%) moderate knowledge and no one had adequate knowledge about baby-friendly hospital initiative policies. The overall mean knowledge scores of respondents was 17.13 (S.D=5.6). Aspect wise mean knowledge scores of respondents showed that only 8.3% mothers were having adequate knowledge in aspects I & II, 13.3% were having adequate knowledge, in aspect IV and none of the mother had adequate knowledge about aspect III. 40% mothers had moderate knowledge in aspect I, 20% mothers had moderate knowledge on aspect II. 16.7% mothers had moderate knowledge in aspect III. 15% mothers had moderate knowledge in aspect IV. 71.7% mothers had inadequate knowledge with respect to aspect III and IV. 51.7% of mothers had inadequate knowledge in respect to aspect I. 83.3% mothers had inadequate knowledge in aspect III. Hence majority of mothers had inadequate knowledge in every aspect.

#### IV. RECOMMENDATIONS

- A similar study can be undertaken by assessing the knowledge of health workers.
- A comparative study may be conducted among health workers of BFHI certified and NON BFHI certified hospitals.
- An intervention study can be done to improve the knowledge of health personals regarding baby-friendly hospital initiative policies.

#### V. CONCLUSION

Expert in child nutrition, health and development have agreed that breastfeeding is the most effective way to provide a baby with a caring environment and complete food, which gives protection against infection and disease in the children. Thus, indicate that the improvement in the knowledge of mothers has a great effect on implementation of BFHI policies and as well as the well being of the infants.

#### REFERENCES

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