



***KNOWLEDGE, ATTITUDE, PRACTICE &  
PERCEPTION OF BREASTFEEDING AMONG  
REPRODUCTIVE AGE WOMEN  
IN KUALA NERANG***

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# KNOWLEDGE OF BREASTFEEDING

- knows the realities of the motherhood
- correct technique of breastfeeding
- ability to handle problems about breastfeeding
- more confident and more likely to seek advice and support
- to breastfeed for an extended time even though they experienced difficulties.<sup>7</sup>
- Not to be confused by persuasive commercial advertisement of substitute milk products and feeding supplements.<sup>8</sup>

# ATTITUDE

- Successful breast-feeding depends not only on mother's education but also on support and motivation from family members and health care professionals<sup>10</sup>
- Husband's and mother-in-law's attitude towards breastfeeding play a role in the choice of feeding method<sup>11</sup>
- The promotion of breastfeeding requires that all health professionals provide education and practical information to the expectant couple and physical and emotional support to the mother after delivery.

# PRACTICE & PERCEPTION

- Exclusive breastfeeding to be the norm for infants for the first four to six months of life.
- According to BFHI, rooming-in is practiced where mothers and infants are allowed to remain together 24 hours a day. Newborn infants should not received supplement other than breast milk, unless medically indicated.<sup>12</sup>
- Bottle feeding will undermined the mother's confidence in her ability to breast feed, and also give the impression that bottle feeding was perhaps best for baby leading to lactation failure in a short time.<sup>13</sup>
- Good lactation technique will prolong the duration of breastfeeding and prevent complications that usually occurred due to wrong technique.

# OBJECTIVES

- General objective:  
To determine the level of knowledge, attitude and perception concerning breastfeeding among reproductive women (aged 15 – 45 years old) in Kuala Nerang, Kedah.
- Specific objectives:
  - to study the practice of breastfeeding in the community;
  - to assess the level of knowledge on benefits, proper methods, limitations and complications of breastfeeding among the studied population;
  - to study the attitude and belief towards breastfeeding in rural areas.

# INTRODUCTION

- Total respondents: 231

<b>Villages</b>	<b>No. of respondents</b>
Kg Tg Siam	87 (37.7%)
Kg Pdg Setol	61 (26.4%)
Kg KEDA Bkt Kura	52 (22.5%)
Kg Banggol Pong	31 (13.4%)
<b>Total</b>	<b>231 (100%)</b>

- Malay: 144 (62.3%), Chinese: 7 (3.0%), Siamese:80 (34.7%)
- Single: 79 (34.4%), Married: 147 (63.3%), Divorced: 4 (1.8%), Widowed: 1 (0.5%)
- Reproductive women have child/ren = 147
- Women with primary education level: 65 (28.1%)
- Women with lower secondary education, university/diploma: 166 (71.9%)

# Materials and Methods

- Study design- Cross sectional
- Study area- 4 villages in Mukim Pedu
- Study Instrument- Self administered questionnaire
- Study population- Reproductive women (15-45 years old)<sup>15</sup>  
(women from households survey)
- Data analysis- SPSS trial version 14.0<sup>14</sup>

# Results and Discussion

## **K N O W L E D G E**

### Association between knowledge of breastfeeding and ethnicity of respondents

Ethnic	Good Knowledge		Total
	Yes	No	
Malay	126 (86.1%)	18 (13.9%)	144 (100%)
Siamese	58 (71.3%)	22 (28.7%)	80 (100%)
Total	184 (82.1%)	40 (17.9%)	224 (100%)

\* p=0.018



# Results and Discussion

## **K N O W L E D G E**

### Association between knowledge of breastfeeding and education level of respondents

Education level	Good Knowledge		Total
	Yes	No	
Low	95 (77.8%)	31 (22.2%)	126 (100%)
High	92 (87.6%)	13 (12.4%)	105 (100%)
Total	187 (82.1%)	44 (17.9%)	231 (100%)

\* **p=0.049**

# Results and Discussion

## **K N O W L E D G E**

**Association between knowledge of breastfeeding and number of children that respondents have**

No. of Children	Good Knowledge		Total
	Yes	No	
Childless	65 (77.4%)	19 (22.6%)	84 (100%)
More than 1	122 (85.0%)	25 (15.0%)	147 (100%)
Total	187 (81.0%)	44 (19.0%)	231 (100%)

\* p=0.483 10

# Results and Discussion

## **A T T I T U D E**

### Have/ Will Breastfeed the Children?

- ❖ A majority of 92.2% (213) of the respondents said that they have or will breastfeed their children. There are only 7.8% who responded no to the same question.
- ❖ There was a significant association between the determination of breastfeeding with the marital status ( $p < 0.001$ ). Singles had lower proportion of yes responses compared to that of among the married, widowed, and divorced combined.

### Reasons for Breastfeeding

- ❖ Among the reasons given for breastfeeding; the most popular reason was own's choice where 87.3% answered yes and 12.7% answered no.
- ❖ 86.2% of the respondents who breastfeed attributed it to the doctor's or nurses' advice.
- ❖ Only 39.9% breastfeed because of husband's advice compared to 80.1% answered no.

# Results and Discussion

## **A T T I T U D E**

### Encourage Others to Breastfeed

- ❖ 77% of the 231 respondents will and have encourage their family members or friends to breastfeed. A minority of 23% would not encourage breastfeeding.
- ❖ There was a significant association between the education level with attitude of encouraging others to breastfeed ( $p=0.02$ ).

### Comfortable to Breastfeed in the Public

- ❖ A majority of 70.4% (150) of the respondents did not feel comfortable to breastfeed in the public.
- ❖ There was less proportion of those who feel comfortable to breastfeed in the public among the single women compared to the group of married, widowed, and divorced. There was a significant association between marital status and attitude of breastfeeding in the public. ( $p=0.003$ ).
- ❖ There was also a significant association between education level and attitude of breastfeeding in the public. ( $p=0.001$ ). It was found out that there was a higher proportion of such attitude among the women who received high education level compared to those with low education level.

# Results and Discussion

## **P R A C T I C E**

### Exclusive Breastfeeding

- ❖ The median age of exclusive breastfeeding is 5 months old.

### Weaning

- ❖ Most of the mothers weaned their children at 6 months of age with the median age weaning is 6 months old.

### Duration of Breastfeeding the Youngest Child

- ❖ The mean duration of breastfeeding the youngest child is 18 months with a standard deviation of 12 months.
- ❖ There are three mothers who breastfed their youngest child up to 60 months.

# Results and Discussion

## **P R A C T I C E**

### Reasons for Breastfeeding the Youngest Child for < 6 Months

- ❖ Among the reasons given for breastfeeding the child less than 6 months; problems with the baby topped the list with 45.5% *yes* responses whereas 54.5% responded *no* for the same reason.
- ❖ 19% breastfed less than 6 months because they were worried about the lack of breast milk produced.
- ❖ Only 9.5% stated problems with breasts as the reason for breastfeeding their child less than 6 months.

### Finish Expressing Milk from One Breast Before Moving to the Other?

- ❖ 65.3% of the women respondents did not finish expressing milk from one breast before moving to the other breast.
- ❖ Only 51 women (34.7%) finish expressing milk from one breast before moving to the other breast.
- ❖ There was a significant association between education level and attitude of expressing milk from one breast before moving to another. ( $p=0.020$ ).

# Results and Discussion

## **P R A C T I C E**

### Breastfeed Shortly After Delivery?

- ❖ 141 (95.8%) out of 147 respondents practice breastfeeding right after delivery while only 6 (4.2%) women did not breastfeed right after delivery.

### Problems While Breastfeeding

- ❖ Women who had problems in breastfeeding are less than those who did not have problems which constituted of 13 women (9.0%).
- ❖ There are 134 women (91.0%) who did not have problems while breastfeeding.

# Results and Discussion

## **P E R C E P T I O N**

### Breastfeeding is Beneficial to the Baby?

- ❖ Most, 99.6% (230) of the respondents perceived that breastfeeding is beneficial to the baby while only one respondent did not think so.

### Why breast milk is good?

	Yes	No	Total
<b>Adequate nutrition</b>	205 (89.1)	25 (10.9)	230 (100)
<b>Mother-child bonding</b>	212 (92.2)	18 (7.8)	230 (100)
<b>Boost immunity</b>	164 (71.3)	66 (28.7)	230 (100)
<b>Other benefits</b>	5 (2.2)	225 (97.8)	230 (100)

- ❖ Most of the respondents perceived that breast milk is good because of its adequate nutrition and the mother-child bonding benefit.



# Results and Discussion

## **P E R C E P T I O N**

### Breastfeeding Is Beneficial to the Mother?

Most, 96.5% (223) of the total 231 respondents perceived that there are benefits of breastfeeding to the mother.

### Reasons Why Breastfeeding Is Beneficial to the Mother

Question	Yes	No	Total
Family planning	154 (69.1)	69 (30.9)	223 (100)
Reduce the risk of breast cancer	155 (69.5)	68 (30.5)	223 (100)
Can help mother regain original weight quickly	107 (48.0)	166 (52.0)	223 (100)
Others	1 (0.4)	222 (99.6)	223 (100)

- ❖ Among those who think that breastfeeding is beneficial to the mother, majority of them perceived that it helps in family planning (69.1%) and reducing the risk of breast cancer (69.5%).
- ❖ There were more (52%) of those who did not think that breastfeeding can help mothers to regain original body weight quickly.

# Results and Discussion

## **P E R C E P T I O N**

### Which Milk is the Best?

- ❖ Most (95.2%) of the respondent chose breast milk as the best milk. Only 3.0% and 1.7% chose soy milk and cow's milk respectively as the best milk.
- ❖ Among the 11 respondents who chose alternatives to breast milk, a majority of 81.1% (9) of them perceived that these alternative milks have more nutritional content compared to breast milk.

### Sources of Learning the Proper Way of Breastfeeding.

- ❖ Among the sources of learning the proper way of breastfeeding, hospitals or clinics gained the highest yes answer with 86.1%.
- ❖ 41.1% of them learnt it from relatives or friends.
- ❖ 34.2% learnt it from mass media sources.

# CONCLUSION

- A high proportion of population, who breastfed or will breastfeed, have adequate knowledge about breastfeeding
- Most of the respondents breastfed their babies due to their own choice.
- Duration of breastfeeding and continuous breast feeding is satisfactory.
- Majority of the women are aware of the benefits of breastfeeding to the baby and themselves.
- More encouragement about breastfeeding in future.

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