



FACTORS EFFECTING EXCLUSIVE BREAST FEEDING (EBF) IN KOTA BHARU HEALTH CLINICS, KELANTAN.

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INTRODUCTION



- Exclusive Breast Feeding(EBF) is defined as feeding infants only breast milk ,directly from breast or expressed, with no additional of any liquid or solids apart from drops or syrups consisting of vitamins, mineral supplement or medicine and nothing else.it directly the first six months of life and continued breastfeeding up to two years of age or beyond

(WHO 2015)





Cont.introduction

- Maternal intention as an important determinant of breastfeeding behavior further prenatal intention has been emphasized by many authors as one of the strongest factors for breastfeeding intensity. In addition, a woman's clear vision about breastfeeding before pregnancy or during the early stage of pregnancy increases her likelihood of optimal breastfeeding (*D Bahera, K Anil Kumar 2015*)
- EBF is the best nutrition for baby during the first 6 months of life. However, EBF remains a challenge, not only to health workers but also to mothers.



LITERATURE REVIEW

- In Malaysia, the National Health and Morbidity Survey found the prevalence of exclusive breastfeeding up to six months in 2016 to be only 40.3%

(IPH, 2016)

- WHO recommends that all infants should be fed exclusively on human milk from birth to six months of age and continued thereafter with appropriate complementary foods

(WHO 2015)

- There is a significant association between breast feeding rate and socio demographic characteristic for mother including maternal age, maternal education level and family income.

CDC (2010)



PROBLEM STATEMENT

- Data collection from PKD Kota Bharu in 2014, showed that breastfeeding among mothers for exclusive breastfeeding was 32.6% and increased to 40.6% in January to December 2015
- Others district in Kelantan also remain low between 27.7%-40.3%
- Our Key index performance for exclusive breast feeding are 60 %.

OBJECTIVE OF STUDY

General Objective:

- To determine knowledge, attitude and practice and its associated factors towards exclusive breast feeding practices in health clinics under PKD Kota Bharu.

Specific Objectives:

1. To determine prevalence of practise for exclusive breast feeding among mother in Kota Bharu health clinics.
2. To determine relationship between knowledge and attitude towards EBF practices among mother at Kota Bharu health clinics
3. To identify the associated factor towards EBF practice at Kota Bharu health clinics.



METHODOLOGY

- Cross sectional study
- conducted from 1st July 2016 to 31th December 2016
- Sample size (n 282)–involved post partum mother 6 month & above
- Inclusion criteria- Breast Feeding his/her baby, Malaysian citizen.
- Exclusion criteria- HIV mother, mother given bottle feeding
- Instrument- A self administered questionnaire –
required information in this questionnaire was socio-demographic information, Knowledge, Attitude and Practice (KAP)towards breastfeeding, support, experience and breast feeding difficulty.



Cont ... Methodology

- Data was managed and analyzed by using SPSS version 22
- Data Analysis
 - 1.Descriptive
 - 2.Pearson correlation - to determine relationship between knowledge and attitude towards EBF.
 - 3.Multiple logistic regression - to look for significant factors associated with EBF.



RESULT

- **Table 1:** Practices of exclusive breast feeding among respondents (n=282)

	Frequency	Percent
EBF	121	42.9
NON EBF	161	57.1
TOTAL	282	100

Table 2: socio demographic characteristics of study sample(n =282)

Factors	N	Frequency (%)	Mean (SD)
Age	282 Min : 16 Max : 44		29.44(5.24)
Ethnicity/Race :			
Malay	279	98.9	
Chinese	3	1.1	
Religious :			
Islam	280	99.3	
Hindu	1	0.4	
Buddha	1	0.4	
Education level :			
No education	4	1.4	
PMR/SPM	165	58.5	
Diploma	69	24.5	
Degree and above	44	15.6	
Number of children :			
1-5	262	92.9	
>5	20	7.1	

Table 3 : Correlation between knowledge and attitude score among respondents (n=282)

		Knowledge Score	Attitude Score
Knowledge Score	Pearson Correlation	1	.190**
	Sig. (2-tailed)		.001
	N	282	282
Attitude Score	Pearson Correlation	.190**	1
	Sig. (2-tailed)	.001	
	N	282	282

** . Correlation is significant at the 0.001 level (2-tailed).

Correlation between knowledges & attitude score was significant at level 0.001(p <0.05 with ratio of correlation was weak (0.19)

Table 4 : Factors associated with towards EBF practice at Kota Bharu health clinics using multiple logistic regression analysis (n=282).

Variables	B	Adj OR(95%CI)	p-value
Knowledge	0.043	1.044(1.007-1.083)	0.021
Previous experience EBF	0.565	1.759(1.03-2.985)	0.036
Receiving Health Education EBF during pregnancy	0.995	.370(.164-.835)	0.017



DISCUSSION

- From our study we identified, only 42.9%(n 121) of respondent practice EBF. and three factors that contribute to exclusive breast feeding – level of knowledge, previous experience of EBF and health education of EBF during pregnancy.
- Our study showed 92.9% (n=262) respondent was gravida 1-5 with mean age 29.4. Mother who has experience in breast feeding has higher success rate achieving EBF. This show knowledge and experience are important.
- This study also showed there was weakly correlation significance factors between knowledge and attitude. Study done by chamber et al, 2007 also showed knowledge and attitude are important factors that influence breast feeding prevalence in general.



Cont.discussion

- In our study, family support is not a significant factor. Contrary to this, study done by *Ratnasari D et al, 2017* show that family support are important to ensure mothers to practice exclusive breastfeeding. These differences may be due to variations in sampling technique, sociocultural status of study participants, health care delivery systems, and economic status of study participants.
- Although family support was not significance, but family member (especially paternal) knowledge about EBF is essential in the successful of exclusive breast feeding
- From total of 282 participant, less than half (42.9%) mother practiced exclusive breast feeding which is far from our target of 60% EBM.



CONCLUSSION

The prevalence of EBF among mothers in Kota Bharu district was 42.9% lower than the recommended universal coverage of 90% for EBF among children under six months of age .

Both of knowledge and attitude were significant from this study to influence EBF



RECOMMENDATION

Health education should be delivered differently between primigravida and multigravida (since their knowledge and experienced are different) to ensure that patients fully understand and able to implementation breast feeding practice.

We suggest that improving access to information about recommended EBF and nutrition's counseling during antenatal and post natal session will improve and promotes EBF practice. This should also involve family members.

Implementation of “Klinik Rakan Bayi” would help to improve the women intention and actual breastfeeding behavior later.



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Thank You...