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## Effectiveness of video assisted teaching programme on knowledge and attitude regarding techniques of expression, preservation and utilization of breast milk among working lactating mothers

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### Abstract

The study was conducted to assess the effectiveness of video assisted teaching programme on knowledge and attitude regarding techniques of expression, preservation and utilization of breast milk among working lactating mothers. Pre experimental one group pre-test post-test research design with convenient sampling method was used to select 100 sample. Self-prepared knowledge questionnaire and attitude scale used to collect data. The study revealed that mean and standard deviation of pre-test knowledge score was (10.25+/-2.324 and post-test knowledge score was (18.92+/-1.555). The paired t value was 32.65 with a P value 0.000 which is significant at 0.05 level. The study also revealed that mean and standard deviation of pre-test attitude score was (47.58 +/- 3.276) and post-test attitude score was (67.88+/- 2.447). The paired 't' value was 49.77 with a P value 0.000 which is significant at 0.05 level. There is a significant association found between demographic Variable such as number of children (Chi square=15.90, P=0.01) and pre-test knowledge score. Also there is a significant association found between demographic variable such as religion (Chi Square=12.93, P=0.005) and number of children (Chi square=12.01, P=0.07) with pre-test attitude score. There is a positive correlation between knowledge and attitude with  $r=0.01$   $p<0.19$ . The present study recommends that EBM is ideal complimentary food for young babies for their wellbeing as well as mothers too.

**Keywords:** Effectiveness, video assisted teaching programme, knowledge, attitude, expression, preservation, utilization, breast milk, and working lactating mothers

### Introduction

Breastfeeding is a biological process influenced by various psychological and environmental factors like education, occupation, family support, and nutrition. It is crucial for the early postnatal growth of infants. Even in India, where many mothers have low nutritional status, there is a remarkable ability to breastfeed infants for a prolonged period. Longitudinal studies have shown that Indian women can produce significant amounts of breast milk.

Breast milk is particularly important for low birth weight and sick new-borns, as it provides essential nutrients and protective factors. However, lactation problems may arise due to factors such as perinatal stress, anxiety, and separation from the baby due to work. Many women choose to work or must return to work due to economic necessity after having a baby. To continue breastfeeding during separation, mothers need to learn how to express and store breast milk properly.

In India, around 75% of women in urban areas are working, and government maternity benefits provide limited leave. It is essential to educate working mothers on expressing and storing breast milk correctly to ensure babies receive proper nutrition. The first year of a child's life is crucial for their health and development.

Exclusive breastfeeding rates are still low globally due to a lack of knowledge among postnatal women and insufficient information provided to mothers. Maternal education, race, and socioeconomic factors also influence breastfeeding practices. Organizations like the Breastfeeding Promotion Network of India (BPNI) emphasize the importance of breastfeeding for infant health.

The World Health Organization (WHO) and UNICEF advocate for initiating breastfeeding immediately after birth and exclusive breastfeeding for the first six months.

India faces high child mortality rates and malnutrition levels, making breastfeeding promotion a critical goal. The National Family Health Survey (NFHS) shows changing breastfeeding rates in different regions of India. Breastfeeding is considered a fundamental right of the child, and human milk is superior to substitutes. Expressed breast milk serves as a suitable alternative when mothers cannot breastfeed. In Kerala, a significant number of women work in both the public and private sectors. Cross-sectional studies have shown that working mothers experience more parenting stress compared to non-working mothers.

A survey-based study was conducted on 2011 with aim to assess breastfeeding pattern, infant formula feeding pattern, and weaning introduction in Mauritius and to investigate the factors that influence infant nutrition. 500 mothers were interviewed using a questionnaire which was designed to elicit information on infant feeding practices. Among mothers in Area Health Centres (AHCS) and Community Health Centres (CHCS) both in rural and urban areas of the Mauritius. The prevalence of breastfeeding practice in Mauritius has risen from 72% in 1991 to 93.4% as found in this study, while only 17.9% breastfed their children exclusively for the first 6 months, and the mean duration of EBF (exclusive breastfeeding) is 2.10 months. Complementary feeding was more commonly initiated around 4-6 months (75.2%). Despite the fact that 60.6% of mothers initiate breastfeeding and 26.1% of mothers are found to breastfeed up to 2 years, the practice of EBF for the first 6 months is low (17.9%).

A cohort study was conducted on between 2009 and 2010 regarding relation of direct and expressed breast milk feeding in duration of breastfeeding from KK Women's and Children's Hospital (KKH) and National University Hospital (NUH) in Singapore. This study samples are 541 breastfeeding mothers and infant pairs from Singapore. Mode of breast feeding was feeding directly at the breast, expressed breast milk (EBM) feeding only, or mixed feeding (a combination of the former 2 modes) was ascertained at three months postpartum. Ordinal logistic regression analyses identified predictors of breast milk expression. Cox regression models examined the association between mode of breastfeeding and duration of any and of full breastfeeding. Maternal factors independently associated with a greater likelihood of breast milk expression instead of direct breastfeeding were Chinese (vs. Indian) ethnicity, (adjusted odds ratio, 95% CI; 3.41, 1.97-5.91), tertiary education (vs. secondary education or lower) (2.22, 1.22-4.04), prim parity (1.54, 1.04-2.26) and employment during pregnancy (2.53, 1.60-4.02). Relative to those who fed their infants directly at the breast, mothers who fed their infants EBM only had a higher likelihood of early weaning among all mothers who were breastfeeding (adjusted hazard ratio, 95% CI; 2.20, 1.61-3.02), and among those who were fully breastfeeding (2.39, 1.05-5.41). Mothers who practiced mixed feeding, however, were not at higher risk of earlier termination of any or of full breastfeeding<sup>[22]</sup>.

### Statement of the problem

A study to assess the effectiveness of video assisted teaching programme on knowledge and attitude regarding

techniques of expression, preservation and utilization of breast milk among working lactating mothers in selected work settings in Malappuram District, Kerala.

### Objectives of the study

- Assess the knowledge of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk.
- Assess the attitude of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk.
- Assess the effectiveness of video assisted teaching on knowledge regarding technique of expression, preservation and utilization of breast milk among working lactating mothers.
- Assess the relationship between knowledge and attitude of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk.
- Assess the effectiveness of video assisted teaching on attitude regarding technique of expression, preservation and utilization of breast milk among working lactating mothers.
- Find out the association between knowledge and selected demographic variable.
- Find out the association between attitude and selected demographic variable.

### Operational Definitions

- **Assess:** It refers to the process of evaluating level of knowledge and attitude regarding expression, preservation and utilization of breast milk among working lactating mothers
- **Effectiveness:** It refers to outcome of video assisted teaching programme in terms of change in knowledge and attitude level regarding expression, preservation and utilization of breast milk among working lactating mothers as measured by structured knowledge questionnaire and attitude scale.
- **Video assisted teaching programme:** It refers to systematically organised teaching programme with the assistance of self-recorded video presentation on expression, preservation and utilization of breast milk, conducted on group basis for a duration of 45 minute.
- **Knowledge:** It refers to level of awareness regarding expression, preservation and utilization of breast milk as measured by structured knowledge questionnaire.
- **Attitude:** It refers to expressed feeling of working lactating mothers regarding expression, preservation and utilization of breast milk as measured by attitude scale.
- **Expression:** It refers to process by which the women squeezing or expelling of milk from her breast for store it and feed her baby later.
- **Preservation:** It refers to process of maintaining expressed breast milk in valued alive or free from damage for feed the baby later.
- **Utilization:** It refers to usage of preserved expressed breast milk effectively when mother away from the baby.
- **Lactating working mother:** It refers to breast feeding women are working in some occupational settings or institutions for more than 6 hours per day and babies will be away from them during this period.
- **Work settings:** It refers to the place where the lactating

mother go for her occupation or job such as schools, bank, offices and hospitals.

**Hypothesis**

- **H<sub>1</sub>:** There is a significant difference in pre -test and post-test knowledge scores after the implementation of video assisted teaching programme.
- **H<sub>2</sub>:** There is a significant difference in pre-test and post-test attitude scores after the implementation of video assisted teaching programme.
- **H<sub>3</sub>:** There is an association between knowledge score and selected demographic variables.
- **H<sub>4</sub>:** There is an association between attitude score and selected demographic variables.
- **H<sub>5</sub>:** There is relationship between knowledge and attitude scores of working lactating.

**Methodology**

**Research Approach and Design:** The research design is a one-group pre-test post-test pre-experimental design, assessing the effectiveness of video-assisted teaching among lactating working mothers in Malappuram District.

**Variables:** The independent variable is the video-assisted teaching program, while the dependent variable is the knowledge and attitude of working lactating mothers regarding breast milk expression, preservation, and utilization. Demographic variables like age, religion, family type, and more are also considered.

**Setting and Population:** The study is conducted in selected schools, offices, banks, and hospitals in Malappuram District. The target population includes lactating working mothers in these settings.

**Sample:** A sample of 100 lactating working mothers is selected through convenient sampling.

**Tools and Techniques:** A structured knowledge questionnaire and an attitude scale. These tools assess knowledge and attitudes regarding breast milk techniques. Content validity is ensured through expert consultation, and reliability is confirmed through test-retest methods. The tools are translated into the local language, Malayalam.

**Data Collection and Analysis:** Data is collected after obtaining ethical clearance and informed consent. Descriptive statistics are used for demographic variables, while inferential statistics include paired t-tests, chi-square tests, and correlation coefficients to analyse knowledge and attitude changes.

**Ethical Considerations:** The study adheres to ethical standards, with approvals, permissions, informed consent, and confidentiality maintained throughout the research process.

**Results**

**Section A: Distribution of demographic characteristics of working lactating mothers**

- Among the 100 working lactating mothers 45% of the working lactating mothers belongs to the age group of 25-29 years and 2% of the working lactating mothers belongs to the age group of 30-35 years.
- Among the 100 working lactating mothers majority 52% of the working lactating mothers belongs to the Hindu religion and 3% of the working lactating mothers belongs to the other religion.
- Among the 100 working lactating mothers shows that 67% of the working lactating mothers belongs to the

nuclear family and 1% of the working lactating mothers belongs to the other type of family

- Among the 100 working lactating mothers shows that 49% of the working lactating mother having 13- 18-month age group feeding babies and 25% of the working lactating mother having -12 month and 19-24 month age group feeding babies.
- Among the 100 working lactating mothers 57% of working lactating mothers are having 30001-40000 rupees monthly income and 1% working lactating mothers having 40001-50000 monthly income.
- Among the 100 working lactating mothers 59% of working lactating mothers are having educational qualification of post-graduation and above and only 34% working lactating mothers are having graduation.
- Among the 100 working lactating mothers 57% of working lactating mothers are working in public sector and 20% working lactating mothers are working in privet sector.

**Section B: Assessment of level of knowledge of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk**

- Among the 100 working lactating mothers 84% that is 84 members have average level of knowledge and remaining 16 members that is 16% have poor knowledge.
- In post-test Among the 100 working lactating mothers 97 members that is 97% having good level of knowledge and 3% that is 3 members have average level of knowledge
- Mean and standard deviation scores of pre-test knowledge score was 10.25 and 2.34 respectively. The mean and standard deviation scores of post-test knowledge score are 18.92 and 1.555 respectively.

**Section C: Assessment of level of attitude of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk**

- Among the 100 working lactating mothers 18% that is 18 members have favourable attitude and remaining 82 members that is 82% have neutral attitude.
- In post-test Among the 100 working lactating mothers 100% that is 100 members have favourable attitude.
- The mean and standard deviation scores of pre-test attitude score was 47.58 and 3.276 respectively. The mean and standard deviation scores of post-test attitude score are 67.88 and 2.447 respectively.

**Table 1:** Mean, mean difference, standard deviation and ‘t’ value between the pre-test and post-test knowledge scores of working lactating mothers

	Mean	Mean difference	SD	DF	‘T’	P-Value
Pre-test	10.25		2.324			
		-8.67		99	32.65	0.000***
Post-test	18.92		1.555			

At 0.05 level of significance,  $t^{99}=1.984$

**Section D: Analysis of video assisted teaching programme on knowledge of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk**

The paired ‘t’ value was 32.65 and it was statistically significant at 0.05 level with a ‘p’ value of ‘0.000’ and it

indicate there is significant difference in mean pre-test knowledge score and post-test knowledge score after the implementation of video assisted teaching programme on knowledge of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk.

**Table 2:** Mean, mean difference, standard deviation and 't' value between the pre-test and post-test attitude scores of working lactating mothers

	Mean	Mean difference	SD	DF	'T'	P-Value
Pre-test	47.58		3.276			
		-20.32		99	49.77	0.000***
Post-test	67.88		2.447			

At 0.05 level of significance,  $t^{99}=1.984$

**Section E: Analysis of video assisted teaching programme on attitude of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk**

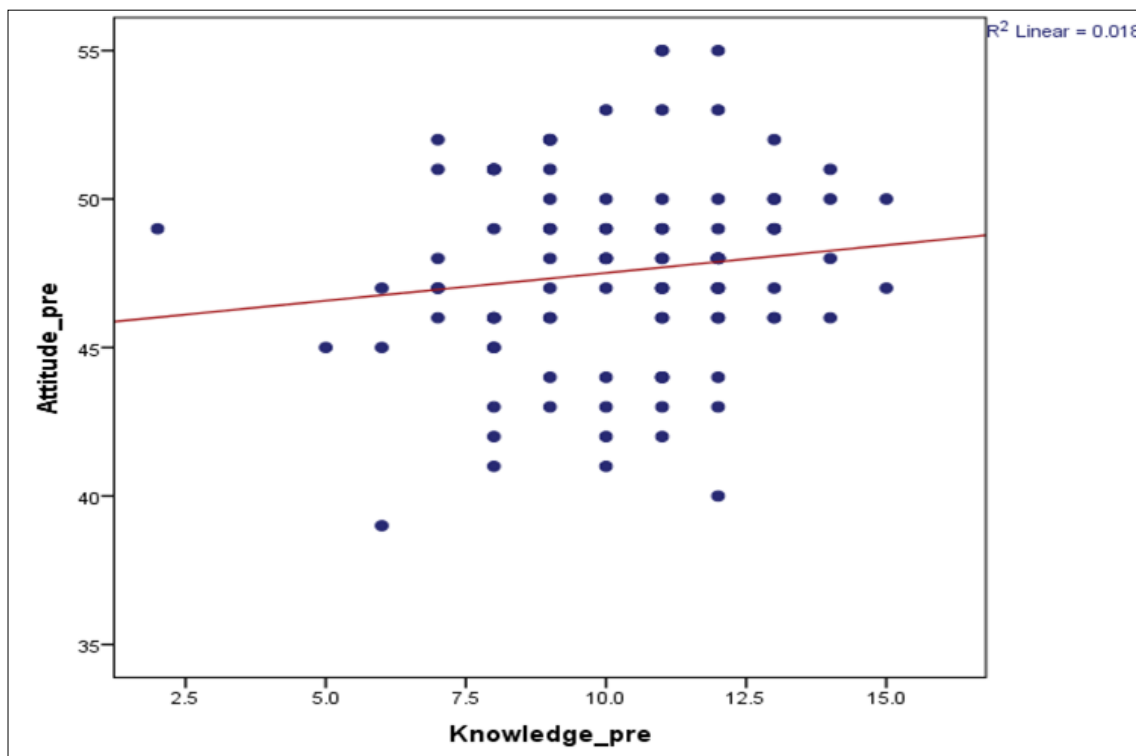
The paired 't' value was 49.77 and it was statistically significant at 0.05 level with a p value of 0.000 and it indicate there is significant difference in mean pre-test attitude score and post-test attitude score after the implementation of video assisted teaching programme on attitude of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk.

**Section F: Association of knowledge and selected demographic variables**

Association of demographic variables and pre- test knowledge score. The chi-square value of demographic variables with a greater p values than 0.05 level. There is no significant association found between pre-test knowledge score and selected demographic variables such as age in years (Chi square=0.42, P=0.935), religion (Chi square=6.47, P=0.091), type of family (Chi square=2.94, P=0.23), age of feeding baby (Chi square =1.94, P=0.585), family monthly income (Chi square=0.56, P=0.90) education qualification (Chi square=2.87, P=0.413) and occupation sector (Chi square=1.60, P=0.450) .There is a significant association found between number of children (Chi square=15.90, P=0.01) and pre-test knowledge score.

**Section G: Association of attitude and selected demographic variables**

Association of demographic variables and pre- test attitude score. The chi-square value of demographic variables with a greater p values than 0.05 level. There is no significant association found between pre-test attitude score and selected demographic variables such as age in years (Chi square=4.43, P=0.219), type of family (Chi square=0.83, P=0.661), age of feeding baby (Chi square =2.50, P=0.457), family monthly income (Chi square=2.25, P=0.522) education qualification (Chi square=5.91, P=0.116) and occupation sector (Chi square=2.74 P=0.252). There is a significant association found between religion (Chi square=12.93, P=0.005) and number of children (Chi square=12.01, P=0.07) and pre-test attitude score



**Fig 1:** Scattered diagram of pre-test knowledge and attitude score

**Section H: Correlation between knowledge and attitude regarding techniques of expression, preservation and utilization of breast milk**

- The correlation between knowledge and attitude with 'r' value of 0.133 and p value 0.19 it indicates there is a knowledge increase with favourable attitude and the

knowledge decrease with unfavourable attitude that is positive correlation between knowledge and attitude score of working lactating mothers regarding techniques of expression, preservation and utilization of breast milk.

## Discussion and Summary

### Discussion on demographic variables

The present study evaluated the demographic variables such as age, religion, type of family, number of children, age of the feeding baby, family monthly income, education qualification and occupation sector. In that 45% of samples belongs to the age group of 25-29 years, 52% of samples belongs to the Hindu religion, 67% of samples belongs to the nuclear family, 51% of samples are having 2 babies, 49% of samples having 13-18 month age group feeding babies, 57% of samples are having 30001-40000 rupees monthly income, 59% of samples are having educational qualification of post-graduation and above and 57% of samples are working in public sector

The present study was in tune with double blinded cross-sectional study conducted at Malla Reddy Institute of medical Sciences, a tertiary care centre at the city of Hyderabad, India under mothers who attended the postnatal clinic with infants up to 1 year of age of the mother to assess knowledge, attitude and practice on expressed breast milk feeding their demographic variables are age of the infant, Educational qualification of the mother, Socio economic status, hospital where mother delivered, Mother's Occupation. In this 80% of the samples belongs to 26-35 years of age, 59% of samples having 6 -12 month of aged Infants when returned to work, 73% of the samples belongs to the Hindu religion, 47% of samples are having educational qualification of graduation 57% of the working lactating mothers are having 1 baby 37% of samples are working as software engineers and 55% Of sample belongs to middle socioeconomic status [23].

### Discussion on knowledge and attitude of working lactating mothers regarding techniques of expression preservation and utilization of breast milk

The study reveal that pre-test level of knowledge of working lactating mothers 84% had average knowledge. The pre-test level of attitude of working lactating mothers 18% have favourable attitude towards techniques of expression preservation and utilization of breast milk.

The present study was in tune with the study to assess the effectiveness of structured teaching programme on knowledge and attitude regarding expression and storage of breast milk among employed postnatal mothers. Total 60 employed postnatal mothers participated in this study out of this 66.07% have adequate knowledge and 60% have good attitude towards expression and storage of breast milk [24].

### Discussion of effectiveness of video assisted teaching programme on knowledge and attitude among working lactating mothers regarding techniques of expression preservation and utilization of breast milk.

The study revealed that mean and standard deviation of pre-test knowledge score was (10.25+/-2.324 and post-test knowledge score was (18.92 +/-1.555).The paired t value was 32.65 with a P value 0.000 which is significant at 0.05 level .It indicate the video assisted teaching programme was effective in improving the knowledge of working lactating mothers regarding techniques of expression preservation and utilization of breast milk. The study revealed that mean and standard deviation of pre-test attitude score was (47.58 +/- 3.276) and post-test attitude score was (67.88+/-2.447).The paired 't' value was 49.77 with a P value 0.000 which is significant at 0.05 level. It indicate the video

assisted teaching programme was effective in improving the attitude of working lactating mothers regarding techniques of expression preservation and utilization of breast milk.

The present study was in tune with a quantitative study done in SN college of Nursing, Sriganaganagar, to assessing the effectiveness of educational package on knowledge regarding breast milk expression and its storage among working lactating mothers.80 working lactating mothers are participated in the study the result shows that the mean pre-test knowledge score was 9.5 and mean post-test knowledge score after the implementation of educational package was 24.35 with a p value 0.005 [25].

### Discussion on association of knowledge and attitude regarding techniques of expression, preservation and utilization of breast milk among working lactating mothers with socio-demographic variables

The present study revealed that there is a significant association between number of children (Chi square=15.90, P=0.01) and pre-test knowledge score of working lactating mothers regarding expression, preservation and utilization of breast milk.

The present study was in tune with descriptive research study to explain the knowledge of postnatal mother on expression and storage of breast milk. Using 50 postnatal mothers who have been admitted in decided on hospitals, Bhubaneswar. The findings revealed that the mean knowledge score was 12.76±2.27. Chi-square test was used for analysis and it showed that there was no significant association between knowledge on expression and storage of breast milk with demographic variables [45].

The present study was in tune with a cross-sectional study was conducted at Paediatric Outpatient Department of Kathmandu Medical College Teaching Hospital to assess the status of knowledge and attitude regarding expressed breastfeeding and to identify the barriers to expressed breastfeeding among working mothers. The findings revealed that educational level of mothers, ethnicity, occupation and sex of the child was found to be significantly associated with attitude regarding expressed breastfeeding (P=0.029, P=0.017, P=0.008 and P=0.048 respectively). Place of residence and type of family, however, didn't have any significant association with attitude about expressed breastfeeding [41].

### Discussion on correlation between knowledge and attitude among working lactating mothers regarding techniques of expression preservation and utilization of breast milk

The present study revealed that there is a positive correlation found between knowledge and attitude score with a value 0.133 and p value 0.19.

The present study was in tune with the quantitative study conducted in Tamil Nadu Dr. MGR Medical University Chennai to assess the effectiveness of structured teaching programme on knowledge and attitude regarding expression and storage of breast milk among employed postnatal mothers .Their study result shows that there was a positive correlation between knowledge and attitude of employed post natal mothers with a score value 0.134 and p value 0.05 [24].

## Summary

In the present study the researcher investigated the effect of

video assisted teaching programme on knowledge and attitude among working lactating mothers regarding the techniques of expression, preservation and utilisation of breast milk. The researcher found that there was significant increase in the level of knowledge and attitude after video assisted teaching programme and there is a significant association between pre-test knowledge and demographic variable like number of children and significant association between pre-test attitude and demographic variable like religion and number of children.

#### Conflict of Interest:

Not available

#### Financial Support:

Not available

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