

KNOWLEDGE OF NURSING MOTHERS ON BREAST FEEDING GARMENTS

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ABSTRACT

Aim: To Promote Nursing clothing for breast feeding in public places.

Objectives: 1.To assess knowledge of Lactating women on nursing clothing, 2. To impart education of selection and use of nursing clothing and 3. To promote breast feeding in public places by using nursing clothes.

Methods and Materials: The study is an applied research using methodologies for assessment of knowledge on breastfeeding garments, development of educational manual for intervention to impart knowledge on nursing clothing selection usage for promotion of breast feeding for day in and day out by lactating women. The tools developed and used include a questionnaire, knowledge assessment scale and educational need identification scale. The size sample is 200 lactating women aged between 18 to 36 years and attending Govt. and private Hospitals in Guntur and Tirupati of Andhra Pradesh.

Results and discussion: Results reveals that the lactating women had low level of knowledge on breastfeeding garments. The knowledge was categorizing has low (0-21), medium (22-42) and high (43-63). There is a great need to promote breastfeeding garments for successful breastfeeding.

Conclusion: The breast feeding is right of the infant and also right of mother. Nursing mother equipped with knowledge and awareness on nursing clothing will be able to fulfil the right of the infants in work and public places.

INTRODUCTION

Clothes provide protection, comfort and identification. People wear clothes for many reasons, different occasions and for particular periods or stages apart from some of these reasons are physical comfort and social. There is a need for special clothing for particular periods such as Pregnancy and Lactation. In these stages they want comfortable clothing for growing abdomen and comfortable breast feeding. Particularly Nursing mothers for breast feeding in public places. Nursing clothing can help for nursing mothers for comfortable and easy breast feeding in both public and private places. Clothes give self-confidence, modesty and express personality. Nursing wears are comfortable garment worn by lactating mothers to facilitate lot of ease free and secure opening for easy feeding. These garments have lot ease allowance for comfortable breast feeding. The New Cambridge (2007),

Advanced Learners Dictionary defined the word “Maternity” is used as to explain things related to pregnancy and delivery. Wear is defined as particular type of dress should be suitable for a particular time or purpose. In putting the two definitions together are rightly define “maternity wears” as proper clothes that are usually worn by expectant women and lactating mother at a particular time or occasion.

There is great requirement for the improvement of nursing clothing for lactating Mothers. Maternity clothing was considered as still not reached to the women from many decades during the 20th century also. Maternity clothing has not normally been considered an actually profitable area though the clothing needs of pregnant women and nursing mothers are better and more varied. Many women thinking this is a few months period so there is no need to buy new clothes, due to this reason they would not buy apparels intentionally for the sake of few months of wearing. The maternity clothing market has grew 10 percent between 1998 to 2003 by interest of media in celebrity pregnancies in the beginning of late 1990. A Kate, Marks and Spencer in Stone and Eddleman (2003) study stated that the demand for maternity clothing was growing because “currently maximum number of the women are working throughout gestation and lactation period, traveling, and going to the gym, hence their apparel requirements are greater and widely different.

Breast feeding is the normal way to feed the new born babies, thus gives number of health benefits to the both mother and her child (UNICEF, 2001). Breastfeeding in public makes most of us self-conscious. However, this cannot be avoided for long time. All the time staying inside is not suit to breast feeding the babies and timings also not set for every time. And if don't have convenient place to breastfeed the baby generally women feel embarrassment in public places

If a baby is hungry they will cry very loudly for attention of mother. To breastfeed a crying baby in public can be a real challenge to a new mother. Consequently, the difficulties and the uncomfortable of uneasy access to the breast cause most of the nursing mothers not to breastfeed their babies at right time to meet the milk demand by their babies. Some women do not know how to breast feed due to lack of awareness about how to access breast makes some babies cry before they can have access to the breast milk. These problems are negatively effect on effective breastfeeding which is also medically proved. Due to this uneasy access of breast some babies may reject the breast milk; thereby making the child exposed to the risk of being attacked or harmed either physically or emotionally to childhood diseases. The different types of nursing clothes can help to breastfeed easily both in public and private places. Nursing clothes which will help nursing mothers to feed comfortably and discreetly in a public place.

METHODOLOGY

The study is an applied research using methodologies for assessment of knowledge on breastfeeding garments, development of educational manual for intervention to impart knowledge on nursing clothing selection usage for promotion of breast feeding for day in and day out by lactating women. The tools developed and used include a questionnaire, knowledge assessment scale and educational need identification scale. The sample size is 200 lactating women aged between 18 to 36 years and attending Govt. and private Hospitals in Guntur and Tirupati of Andhra Pradesh. The knowledge of lactating women was categorizing has low (0-28), medium (29-57) and high (58-85).

It is advisable and requires carrying or wearing proper clothing because breastfeeding is very important (Mulford 2008). Most of the working women are leaving their kids in the crèche during their working timings because caring of baby during the working hours is difficult. They need to feed infants 5 to 6 times or whenever baby needs in a day. Most of the women think that breastfeeding the baby many times in public places is embarrassing or awkward and it is a private activity. Not only working women's, housewives also face the same problem while feeding the baby in public places because they need to lift or open the blouse or top either from the hem or from the neck to breastfeed the baby. The women who had caesarean delivery are facing the more problems and difficulties while feeding their babies. To avoid these difficulties that they are using nighty or nightwear with front open and zip at the bust area to ease breast access because at that time usually nursing mothers are physically not fit and most of them need bed rest. The data was tabulated and discussed as follows:

RESULTS AND DISCUSSION

Moreover, different demographic variables are playing a crucial role on breastfeeding rates, and also mothers who choose to breastfeed in public places must face many challenges, this is also one reason to effect on breastfeeding rates. To overcome these difficulties consist of physical, psychological, emotional barriers and awkwardness while breastfeeding the infant (Kelleher, 2006; Marshall et al., 2007; Brown & Davies, 2014).

The babies when hungry cry very loudly for attention of mother, to breastfeed a crying baby in public can be a real challenge to a new mother. Consequently, the difficulties and the uncomfortable of uneasy access to the breast cause most of the nursing mothers not to breastfeed their babies at right time to meet the milk demand by their babies. Due to this uneasy access of breast some babies may reject the breast milk; thereby making the child exposed to the risk of being attacked or harmed either physically or emotionally to childhood diseases. The breast feeding garments are very helpful to breastfeed easily both in public and private places and makes nursing mothers to feed at ease to feed the infant comfortably anywhere and everywhere.

In this context an effort was made to assess the knowledge of lactating women (N=200) knowledge on breast feeding garments selection, usage, care and management using a questionnaire developed for the purpose.

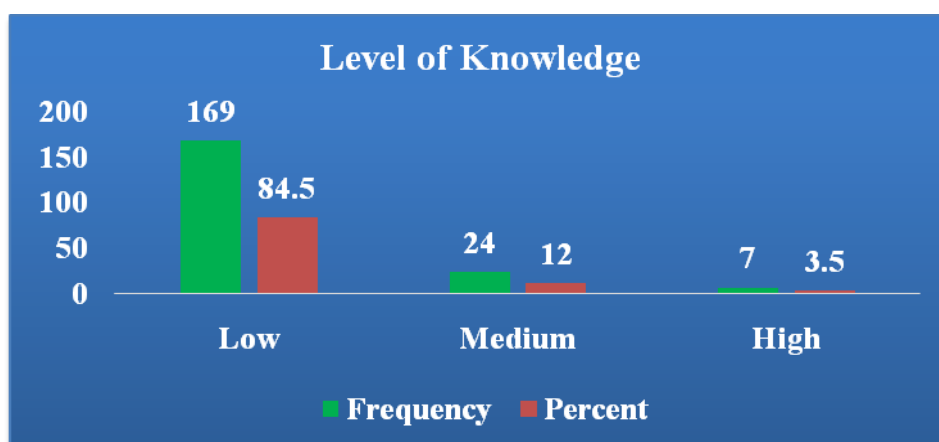


Figure 1: Levels of knowledge on Breastfeeding Garments

The knowledge scores were classified in to three ranges; Low, moderate and high scores and the sample were distributed accordingly as shown in figure 1, which reflects that majority (84.5%) of women had low knowledge on breast feeding garments, around 12 percent possessed moderate knowledge followed by a 3.5 percent of women having high knowledge on breastfeeding garments.

Table 1: Level of knowledge among the sample on Breastfeeding garments

Level of knowledge						
S. No	sample	Age in years	Low	Medium	High	Total
1	Lactating mother	<18 -23 years	22	1	0	23
			95.7%	4.3%	0.0%	100.0%
		24-29 years	130	18	6	154
			84.4%	11.7%	3.9%	100.0%
		30-35 years	10	2	1	13
			76.9%	15.4%	7.7%	100.0%
		> 36 years	4	4	2	10
			40.0%	40.0%	20.0%	100.0%
Total	166	25	9	200		
	83.0%	12.5%	4.5%	100.0%		

The table 1, indicates that majority of; lactating mothers (83%) scored low on knowledge on breast feeding garments, 12.5 percent women had moderate knowledge and around 4.5 percent women had high knowledge based on their age. Which denotes that the women under study lacked information on breast feeding garments selection, usage, care and management. This indicates that the women should have knowledge on the nursing clothes selection to choose the right one for themselves and their infants.

Lactating women knowledge on Breastfeeding garments:

Breastfeeding is a process of physiological and psychological and needs the baby to be held closely while feeding (Gjerdingen et al., 1993). There are four common holds used during breastfeeding; The cradle hold (and variations), the cross-over hold, the clutch or football hold, and the reclining position (Pollard, 2011). Some studies shown that breastfeeding protects from gastrointestinal, respiratory, ear and urinary tract infections and provides immunity in the first three years of child’s life (Riordan & Wambach, 2010; US DHHS, 2011).

Table -2 Association between the lactating mother level of knowledge on Breastfeeding garments and locale of study

S. NO	Variables	Classification	Chi square value	p-value
1	Locale of the study	Guntur	1.136 ^a	0.567
		Tirupati		
2	Type of Hospital	Govt	5.701 ^a	0.058
		Private		

The association between demographic variables and knowledge on BF garments among lactating women was studied using chi square test. The table 2 shows that there was no significant association established between the knowledge on BF garments among lactating mothers and locale of the study and type of hospital.

Table -3 Association between the lactating mother level of knowledge on Breastfeeding garments and demographic variables

N=200			
S. No	Independent Variables	Chi-square value	p-value
1	Age	17.000**	0.009
2	Occupation	91.797**	0.000
3	Educational Status	88.000**	0.000
4	Monthly income	73.189**	0.000
5	Type of family	8.456	0.076
6	Family size	7.08	0.314
7	Domicile	30.036**	0.000

****significant at 0.01 level**

The table 3 indicates that statistically significant association was found between five out of seven demographic variables and the knowledge on BF garments among the lactating women at 0.01 level. No significant association was found between the knowledge on nursing garments and type and size of families of lactating women. Furthermore, statistically significant association was found between the knowledge of the sample on BF garments and; age ($\chi^2=17.000^{**}$ and $p=0.009$), occupation ($\chi^2=91.797^{**}$ and $p=0.000$), educational status ($\chi^2=88.000^{**}$ and $p=0.000$), monthly family income ($\chi^2=73.189^{**}$ and $p=0.000$) and domicile ($\chi^2=30.036^{**}$ and $p=0.000$). This shows that the lactating

women who delivered babies and breast feeding don't possess required knowledge on breast feeding garments, It also means that may not have procured a nursing garments for use.

The designers of nursing garments need to study how the child is being held while applying functional properties in the garment development such as ease-of use (Newman, 2005). A lactating mother may have to breastfeed her child very frequently in the complete day and the nursing clothing requirements to be very easy to wear (Lawrence & Lawrence, 2011)

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