

ABSTRACT

MULTILEVEL BREASTFEEDING PROMOTION IN RURAL DEMAK

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Background. International health organizations have recommended exclusive breast-feeding (EBF) as the optimal infant feeding method during the first 6 months of life. Human milk is the recommended food for healthy. In fact the prevalence of exclusive breastfeeding tends to decrease in Indonesia. Indonesia Socio Economic Survey 2004, reported that 75% mother breastfed their baby at least 12 months, weaning food was introduced early and only 12% breastfed exclusively up to 6 months. It presents of high levels of breast feeding, but low rates of exclusive breast feeding. Low levels of exclusive breastfeeding and early introducing food appear to promote growth faltering among the infants especially the poorest (Atmarita et. al., 2005). The determinants of exclusively breastfeeding (EBF) have been studied in different population. Researchers present that is planned duration of EBF, female infant, employed, socioeconomic status, birth weight (Perez-Escamilla 1995), father's infants supported, maternal education, multi parous, hospital breastfeeding experienced, lactation counseling, discussed breastfeeding problems, home nursing visit, maternal rating of the home nurse (Kuan 1999), previous breastfeeding experience, worksite policies (Foo 2005), maternal infant feeding attitudes, breastfeeding difficulties, maternal smoking, introduction of a pacifier (Scott, 2006) were positively associated to EBF. Seemed women value the professional advice about breastfeeding and need support to initiate and continue breastfeeding their infants (Ahluwalia, 2000). Addressing risk factors in concert can maximize the efficacy of interventions. Efficacy of breastfeeding interventions will depend, however, on addressing multiple influences in the society.

Objectives. The aim of the study is to assess the effectiveness of the program on the prevalence of exclusive breast feeding and duration by enhance knowledge, attitudes, and skills of the mothers, and modify the circumstances including fathers, grandmothers/respected relatives voluntary health workers, health professionals, midwifery wards, public health centre, community leaders and policy makers.

Methods. The social ecological framework MATCH (Multilevel Approach to Community Health) model will implement in this study, integrates behavior change strategies at different levels, providing a strong theoretical base for developing interventions. The strength of multilevel approach lies in the uniform attention it accords to the individual, organizational, interpersonal, societal and governmental levels. The primary purpose of this nonrandomized pretest and posttest control group design is to test the effectiveness of the MATCH model delivered by community-based paraprofessionals in improving exclusive breastfeeding prevalence. Multilevel Analysis will be carried out to assess program effectiveness.

Hypothesis: There will be a significant difference of modifiable breastfeeding risk factors, exclusive breastfeeding practice, nutritional and infection status in the intervention and control group after breastfeeding promotion program.

Key words: promotion, exclusive breastfeeding, multilevel approach