

# A Study to Assess the Video Assisted Teaching Program of Exclusive Breast Feeding Among Primi Lower Segment Cesarean Section Delivery Mothers in Community Health Center Chaubepur at Kanpur Nagar, Uttar Pradesh

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**Abstract:** Breast milk is the only food for the neonate with vast benefits. It not only protects infants from diarrhoea, pneumonia and malnutrition, but in the long run also protects from asthma, diabetes and chronic intestinal diseases. Breast feeding is recognised as an essential practice to ensure the health of child and mother. World Health Organization (WHO) has recommended initiation of breastfeeding within half an hour of birth and minimum 30 minutes of uninterrupted skin to skin contact between mother and infants. (Wilson David, 2011). Objectives of the study are to assess the pre-test & post-test knowledge score of primi LSCS delivery mothers regarding exclusive breast feeding, to evaluate the effectiveness of video assisted teaching programme regarding exclusive breast feeding among Primi LSCS delivery mothers and to find out association between post-test knowledge score with selected demographic variables. Methodology was quantitative research approach pre-experimental one group pre-test post-test design considered to be appropriate to assess the effectiveness of video assisted teaching programme regarding exclusive breast feeding among Primi LSCS delivery mothers. Sample size is 50 LSCS delivery mother selected by Purposive sampling technique. The result shows that the post –test score of mean (18.64) among primi LSCS mother was higher than the pre - test score of mean (7.88) after video assisted teaching program, and it was found to be statistically significant as evident from the obtained “t” value (14.310) at 0.05 level of significance. The Calculated t value (14.310) is greater than the table value (2.25). So, the hypothesis (H<sub>1</sub>) is accepted. Hence the video assisted teaching program was effective to improve knowledge regarding exclusive breast feeding among primi LSCS mothers. There was no significant association between post – test level knowledge score with the selected demographic variables except religion. There was significant association between post–test level of knowledge regarding exclusive breast feeding with the religion. So, the hypothesis (H<sub>2</sub>) is accepted.

**Keywords:** Neonate; WHO; Primi; LSCS; Qualitative; Hypothesis

## 1. Introduction

Motherhood is the kinship relation between an offspring and the mother. Breast feeding provides a unique bonding experience for mother and child. It stimulates most of the senses and close body contact allows the baby to recognize its mothers smell. The baby can feel and hear the sound of her heart beats which is similar to the intrauterine environment. Breast milk is the best food for the babies as breast feed babies are healthier than formula fed babies. Child birth and breast feeding are to be cherished and nurtured by the health care workers in the baby friendly way. There is a growing body of evidence that suggests that early skin to skin contact called kangaroo care of mother and baby stimulates breast feeding behavior in the baby. Newborn infants who are immediately placed on their mother’s skin have a natural instinct to latch on to the breast and start nursing, typically within one hour of being born. It is thought that immediate skin to skin contact provides a form of imprinting that makes subsequent feeding significantly easier. (Dutta, 2007)

## 2. Research Methodology

In this present study quantitative research approach is used. pre-experimental one group pre-test post-test design was considered to be appropriate to assess the effectiveness of

video assisted teaching programme regarding exclusive breast feeding among Primi LSCS delivery mothers. Sample size was 50 LSCS delivery mother selected by Purposive sampling technique.

## 3. Result and Discussion

- Data represented that the post –test score of mean (18.64) among primi LSCS mother was higher than the pre - test score of mean (7.88) after video assisted teaching program, and it was found to be statistically significant as evident from the obtained “t” value (14.310) at 0.05 level of significance. The Calculated t value (14.310) is greater than the table value (2.25). So, the hypothesis (H<sub>1</sub>) was accepted.
- There was significant association between post–test level of knowledge regarding exclusive breast feeding with the religion. So, the hypothesis (H<sub>2</sub>) was accepted.
- Hence the video assisted teaching program was effective to improve knowledge regarding exclusive breast feeding among primi LSCS mothers.

## 4. Conclusion

The study has shown the clear difference between pre test and post test knowledge score of primi LSCS delivery mothers

Volume 14 Issue 10, October 2025

Fully Refereed | Open Access | Double Blind Peer Reviewed Journal

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regarding exclusive breast feeding, hence  $H_1$  was accepted, the effectiveness of video assisted teaching programme regarding exclusive breast feeding among Primi LSCS delivery mothers has shown through result and there was association between post test knowledge score with selected demographic variables, therefore  $H_2$  was accepted.

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