

BABY BREASTFEEDING NUTRITION CAMPAIGN: A SURVEY OF CONVERTED ADOPTERS

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ABSTRACT

Western values generate unprecedented influence on the value shift of Africans. The substitution of industrial milk products for the natural breast milk by child-bearing women has been the concern of public health agencies in the developing nations. This case study critically analyzed the net balance of a publicly sponsored breastfeeding awareness campaign to identify the population of converted adopters of the recommended practices. The converted adopters in the surveyed community would be different from swing adopters and non-adopters. The literature on breastfeeding practices addresses the crucial issue of winning back child-rearing women from the use of industrial milk products to the use of the nutrition - rich breast milk. A program evaluation design was used to probe the target population for post campaign analysis. This approach enabled the investigator to distinguish between levels of compliance to adoption imperatives. Five research questions were devised and used to capture the desired data for the study. The subjects were exposed to a set of battery questions during face-to-face scheduled personal interviews. It was found that the subjects evolved into three categories of converted, swing and non-adopters of the recommended breastfeeding practices.

Keywords: *Baby breastfeeding, nutrition campaign, converted adopters, industrial milk*

INTRODUCTION

There has been observable decline in the traditional breastfeeding among nursing mothers following the wake of packaged baby food products. Using communication strategy, the public health departments have repeatedly gone on the air with radio messages that target child-bearing women, the public health clinical centers to conduct scheduled counseling sessions for pregnant women and nursing mothers. The issue that is frequently on the agenda of these induction- programs is the use of skillful communication to change the attitudes of the target from the patronage of industrial baby food products to the traditional breastfeeding culture. The awareness campaign communication strategy is usually nutrition-centered. The change agents' device message that re-educates the target population to embrace the awareness that breastfeeding is the indispensable source of natural baby nutrition and baby health sustenance. In the diffusion of these messages, emphasis is placed on the strategic importance of breastfeeding their babies from the minimum of zero month through twelve months.

Past research activities have concentrated on the effect of formal public enlightenment campaigns. Different investigators have sought to measure the performance of the communication strategy in post implementation period. Although some of these evaluation inputs have served the purposes intended, they have never accomplished the overriding objective of precisely identifying the converted adoption faithful. The research ventures that attempted to provide either the mass media technical-know-how for program delivery, or those that focused on pretest research inputs or the ventures that were directed at media campaign outcome appraisals, have met their goals in varying degrees.

The central issue that persists with lack of attention is the precise measurement of the population of breastfeeding mothers who persists with breastfeeding life-span from 0 month through 12 months or beyond. To accomplish this objective would probably require a longitudinal design which most sponsors in the Third World rarely accept to finance. Apart from funding constraints, there is the problem of ascertaining honest information from the self-report techniques that are frequently used in collecting data from this study population. Investigators are rarely able to confirm that the child-bearing target population that implies to 0-12 month minimum breastfeeding requirement really exists. The problem may have resulted from the nature of "one-shot" research design or porous data-collecting methods used by past investigators.

This study was designed to embrace closer rapport with the target population, using face-to-face personal interview sessions. It was assumed that this data-collecting approach would enable the investigators to identify the precise population of "converted" child-bearing women. Such a population would represent a measure of the success of the breastfeeding campaign in the surveyed community. Five research questions were devised to provide the source of data for analysis.

Research 1: How many children have you?

Research 2: How many months does your breast milk last during child-nursing?

Research 3: Do you breastfeed throughout the duration of your breast milk flow?

Research 4: Do you receive breast milk donation from your mother or relative when yours recedes?

Research 5: Do you supplement your breast milk with industrial milk products during your normal breast milk flow?

BREASTFEEDING CAMPAIGN

A large portion of literature in breastfeeding campaign was found to be in the general subject area of nutrition education. Most of the reports were developed during the last quarter of the 1970's decade when many Third World nations implemented their national nutrition education projects. In this edition, Jelliff (1983) maintained that breastfeeding was an indispensable source of baby health promoting nutrition. He was addressing the clientele in Trinidad Jelliffe's contemporary; Jelliffe (1984) addresses the issue of the increasing relevance of breast milk in the modern.

He stressed the need for sustainable breast milk nutrition education for childbearing women. In her paper, White explained that feeding babies with breast milk has mandatory. He argued that breast milk was an unrivaled source of baby nutrition and a foundation builder for baby health. In another contribution, Drummond (1979) believes that the 'Paulo Freire Method' was the surest route to the success of nutrition education. Drummond was referring to a nutrition community action in Northeast Brazil. In analyzing the outcome of five nutrition projects that used the communication strategy, Leslie (1977) contends that the mixed media approach was effective for mobilizing the target audiences for adoption compliance. In another citation, Manoff (1987) believes that mothers' breast milk was superior to industrial milk products which many young mothers tended to prefer. He lamented the attitude of the young generation of nursing mothers who underrate the nutrition efficacy of natural breast milk.

Also noteworthy was the views of Niehoff (1977) who maintains that the Poshak Nutrition Project in India was a model for the rural poor in the developing countries~ This brief review directly focused on the real world case studies of nutrition projects that were implemented under different sets of social and environmental contexts. The Ukelle community was surveyed for this study. The community was part of the Cross River State wide natural baby - nutrition breastfeeding enlightenment campaign which was implemented in two phases (2001 - 2004) and (2000 - 2008). The target was used because it had been exposed to the diffusion of breastfeeding messages. The suitability of the target was matched with the goal of the study - to identify apart the population of "converted" adopters as different from the "swing" adopters and non-adopters.

The breastfeeding campaign was conducted in this community ten years prior to this study. Uninterrupted child-rearing mothers would have breastfed 5 children during the 10 years period: Secondly, the target demographic indices was matched with the assumed honesty of the subjects to reveal their responses to breastfeeding imperatives. The matching demographic indices included, low social class, low literacy, low income, traditional occupation, and low community level of structural differentiation. The subjects in these demographic categories would rate low in a measure of information manipulation that permits subjects to conceal facts.

METHODOLOGY

A sample of 600 child-bearing women was obtained for the study. This consisted of nursing mothers, pregnant mothers and potential mothers. For the systematic coverage of the widely dispersed constituent segments of the community a team which comprised the principal investigator and a dozen of research assistants was used to conduct repeated visitations in the home of the subjects. Out of 6000 child-bearing women on the sample, 500 were ultimately available the scheduled personal interviews. The 100 subjects who did not participate in the study were usually absent from their homes during repeated visitations.

A target population of 500 child-rearing women was exposed to a battery of scheduled personal interview questions. The questions sought to know the number of children the subjects had nursed under the mandatory requirement of a minimum of 12 months breastfeeding period; information on sustainable breast milk availability; clues to mothers' access to industrial baby foods, and whether mothers used breast milk from relatives to supplement their breast milk shortages. Table 1-5 summarized the outcome of the responses of the subjects to each research question.

Research Question 1: How many children have you?

Age Distribution of begotten children in years

Col.1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6
0 -1Yr	2Yrs	3Yrs	4Yrs	5Yrs	Over 5Yrs
112(22.4)	108(21.6)	93(18.6)	88(17.6)	50(10.0)	49(9.8)

Table 1 shows the number and age distribution of begotten children; as the table shows, 22.4% respondents indicated that they had children in the first age bracket of infants between 0 month through one year. Total of 21.6% respondents indicated that they had children in the second age bracket of infants of two years. In the third age bracket 18.6% respondents indicated that had children of three years old. On the other hand, 17.6% subjects disclosed that they had children in the fourth age category of four years. In the fifth age bracket 10% respondents indicated that they had children of five years old. In the last age category, 9.8% respondents disclosed that they had children of over five years old.

Research Question 2: How many months does your breast last during child nursing?

Col. 1	Col. 2	Col. 3	Col. 4	Col. 5
0-3mths	0-6mths	0-9mths	0-12mths	Over 12mths
39 (7.8)	79(15.8)	132(26.4)	154(30.8)	96(19.2)

The breast milk flow and how long it lasts during child-nursing period was used to predict the response of mothers to the recommended duration of breastfeeding. To obtain this measure, the subjects were asked to state how long their breast milk flow lasted on the interval of zero months through twelve and beyond. Table 2 showed that 7.8% respondents reported that their breast milk sustained for a maximum of 3 months. However, 15.8% subjects revealed that their breast milk flow lasted through a maximum of 6 months. In any case, 26.4% subjects disclosed that their breast milk flow sustained through 9 months. Also, 30.18% Subjects reported their breast milk flow extended across 12 months. Interestingly, 19.2% subjects said their breast milk flow sustained beyond 12 months.

Research Question 3: Do you breastfeed for the entire duration of breast milk flow.

Yes	No	Absconders
356(71.2)	101(20.2)	43(8.2)

It was not immediately known whether breastfeeding mothers in different breast milk life spans would exhaust life spans breastfeeding their babies. To obtain measure, subjects were asked to indicate if they usually breastfeed their babies for entire duration of breast milk flow. Table 3 shows 71.2% subjects reported they usually breastfeed babies for the entire life span of breast milk flow, while a total of 20.2% subjects disclosed that they never completed the life span of breast milk flow

breastfeeding babies. On the other hand, 8.2% subjects declined providing information about this measure.

Research Question 4: Do you receive breast milk donation from mother or relative when yours recedes? If yes, how often?

Yes	No	Very often	If yes, how often Often	Occasionally	Absconders
97(19.4)	367 (73.4)	60 (12.0)	30(6.0)	7(1.4)	36(7.2)

To obtain a measure of subjects who usually did not complete the recommended minimum of 12 months breastfeeding period due to breast milk shortage, the subjects were told to indicate the alternative source(s) of breast milk supply available to them. A table of 19.4% subjects reported they used alternative sources of breast milk supply (from mothers or relatives). A breakdown of this percent showed that 1.4% used the alternative sources very often. On the other hand, 73.4% subjects reported they never used alternative breast milk supply sources. A total of 7.2% subjects declined providing information.

Research Question 5: Do you supplement your breast milk with industrial milk products during normal flow of breast milk? Indicators of Breasts supplements

Yes	No	If Yes, how often? Very often	Often	Occasionally	Absconders
197 (39.4)	303 (66.0)	100 (20.0)	50 (10.0)	35(7.0)	12(2.4)

To investigate the issue of whether or not breastfeeding mothers used industrial milk products between normal breast milk flows, they were asked to state if they did. Table 5 shows that 39.4% subjects endorsed the proposition. To determine the weight of industrial milk use the subjects were told to indicate the regularity in their use of industrial milk. The regularity ranged from "very often", "often" and "occasionally". However, an insignificant number of subjects 2.4% declined providing information. On the other had a significant majority of the subjects 66.0% said they did use industrial milk products between normal breast milk flow.

This report is the outcome of objective survey of child-rearing women in the designated community. The design pursued the goal of identifying the probable population of the target that could be designated as "converted" adopters of the officially recommended minimum breastfeeding period of 12 months. The perceived converted adopters were to be identified among the perceived "swing" adopters ("off" and "on") and "non adopters" (the recalcitrant). The five research questions that were used to generate data virtually reflected the parameters that guided the conducted of this study. Invariably, the target was deemed to have benefited from the breastfeeding campaign that was systematically conducted in the clientele system. He "converted" adopters were identified as mothers who had been exposed to the two phases of the breastfeeding campaign and had nursed from 3 -5 children under the required minimum breastfeeding period of 12 months. These were those who did not use breast milk substitutes throughout the breastfeeding period. On the other hand, the "swing" adopters were those who did not persist with breast milk feeding during child-nursing period. They were found to be those who used industrial

milk products between normal breast milk flows. The "non-adopters" were identified to be the dropouts, who willfully rejected the breastfeeding diffusion message during the systematic campaign.

CONCLUSION AND RECOMMENDATIONS

In the foregoing discussion, it was stated that the dropouts from the targeted potential adopters population were those who used substitutes to make up for breast milk shortages were probably those who had no access to breast milk donations from either mothers or relatives. Those in this group probably had no choice other than the use of industrial milk products. On the other hand, those who used breast milk donations to subsidize breast milk shortages were able to accomplish the breastfeeding target duration of 12 months. These are part of the population of breastfeeding mothers who had no breast milk shortage/interruptions and therefore, breastfed their babies for the entire period of the mandated 12 months. A replicated study is probably desired to provide a report on the categories two "swing" and "nonadopters" to determine if time as a factor has modified or changed their status.

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