

NITRA CHAIDEE : STATE AND PROBLEMS OF BREASTFEEDING PROMOTION ACTIVITIES IN PRIVATE HOSPITALS, BANGKOK METROPOLIS. THESIS ADVISOR: ASST. PROF. BRANOM RODCUMDEE, 149 pp. ISBN 974 - 582 - 503 - 4

The purposes of this research were to study and compare the nursing management and the nursing activities of breastfeeding promotion activities with different breastfeeding training background and also to study the problems of breastfeeding in private hospitals, Bangkok metropolis.

The research findings were as follow

1. The nursing management of breastfeeding promotion activities of the supervisors and head nurses were practiced at the low level in each and all of the following aspects : Planning, Organizing, Directing and Controlling
2. The nursing activities of breastfeeding promotion activities of the staff nurses were practiced in all of the items at the medium level. The nursing activities in item "Inform all pregnant woman about the benefits and management of breastfeeding" was more practiced while "Help mothers initiate breastfeeding within half an hour of birth" was less practiced than others.
3. There was no statistically significant difference at the .05 level between the nursing activities of the staff nurses with different breastfeeding training background.
4. There were statistically significant differences at the .05 level between the nursing activities of the staff nurses with different breastfeeding training background in all of the items and the following items "Inform all pregnant woman about the benefit and management of breastfeeding." and "Show mothers how to breastfeed and how to remain lactation even if they should be separated from their infants."
5. Most of the nurses in private hospital reported that "Having nursery which separate newborn baby from the mother after birth according to the hospital policy" was the problem in breastfeeding promotion of health personnels and "Pain after the caesarean section delivery" was the problem in breastfeeding promotion of health consumers.