

ABSTRACT

Title of Thesis : The Factors Affecting the Success of the Baby - friendly Hospital Initiative Project : A Case Study of the Mothers Who Laboured Their Children at Baby - friendly Hospital in Songkhla Province

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The three main objectives of the study were

1. to find out the level of achievement of the Baby - friendly Hospital Initiative Project,
2. to identify the factors affecting the success of the project, and
3. to use the results to set a guideline for the operation of the hospitals under the project

and to conduct public health planning to improve the relations between mothers and inference.

The conceptual framework covered the breast - feeding theory, the breast-feeding promotion, the variables influencing the breast-feeding and the factors affecting the success. The independent variables were (1) the leading factors, i.e., the mother's physical readiness, the mother's mental readiness and the mother's demographic variables ; (2) the facilitating factors ; and (3) the promotion factors. The dependent variable was the success of the Baby - friendly Hospital Initiative Project.

The sample group was composed of 386 mothers of infants aged one month to one year who took their children to get vaccinated at Dek Dee Clinic in Songkhlanakharin Hospital, Had Yai Hospital and Padangbesar Hospital. The data were collected by interviewing them and having them fill out a questionnaire. Percentage, frequency, mean and standard deviation were used to describe the data, while t-test and one-way analysis of variance, or F-test, were employed to test the hypotheses.

Findings

Most of the samples were from nucleus families. These mothers were 21 – 40 years old. They completed primary school and were housewives. Their average family income was higher than 6,000 baht a month. As a whole, the success of the Baby - friendly Hospital Initiative Project was found to be at a moderate level (76.9%)

When the factors related to the project's success were considered, it was found that the mother's physical readiness, satisfaction, attitude and the degree of public health officers' attention were all found to be at a moderate level. On the other hand, the mother's knowledge and readiness of resources for breast-feeding promotion were found to be at a low level. However, the individual mothers' and people in their families' attitude toward breast – feeding was found to be at highly positive. Other findings were

1. The leading factors were found to have an impact on the success of the Baby – friendly Hospital Initiative Project. These factors were the mother's physical readiness, knowledge and understanding, attitude, satisfaction, and occupation.
2. The different facilitating factors-that is, breast-feeding skill and the resources for child-raising promotion, such as different hospitals were found to have no effect on the project's success. In contrast, Differences in public health services and facilities, such as clinics, were found to significantly affect the project's success at the 0.05 level.
3. The different promotion factor, including, opinion of the individual mother or the family members, such as husband and degree of the public health officer's attention were found to have no impact on the project's success.

It was recommended that more emphasis be put on the role of nurses in breast-feeding promotion. The husbands should be encouraged to give morale support to and to look after the breast-feeding mothers, which would result in prolonging the mother's breast-feeding practice.