

Thesis Title The Effects of Breast - Feeding Promotion
 on Mother's Practice and Satisfaction on
 Breast - Feeding

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Abstract

The study was to investigate the effects of breast-feeding promotion in postnatal period, by early rooming-in and early suckling (within 2 hours after delivery) and advice on breast-feeding practice, on mother's practice and satisfaction on breast-feeding. The samples were primigravidas who delivered at Chainat Hospital. A total of eighty cases was divided into two groups, forty cases each, by means of purposive sampling technique. The experimental group was mothers who received breast-feeding promotion in postnatal period. The control group was mothers who received normal care from the hospital.

The results of this study were summarized as follows.

In the first duration (3rd day after delivery) the number of mothers in the experimental group who breastfed their babies was greater than the control group with statistically significant at 0.01 level, but there was no significant difference on mother's satisfaction on breast-feeding between the two groups.

In the next duration (1 month after delivery) there was no significant difference between the numbers of mothers who breastfed

their babies in both groups, but mother's satisfaction on breast-feeding in the experimental group showed more satisfaction on breast-feeding score than the control group with a statistical significance at 0.01 level.

The researcher suggested about the management of hospital activities by early rooming-in and early suckling for mothers had breastfed their babies in the first time, and advice on breast-feeding practice for the mothers can accurate breast-feeding.