



was used in data collection and the data was processed by using SPSS Programme. The study was conducted during April 18th to May 3rd, 1994 covered 100 mothers in Health Promotion Center, region 4 and 50 mothers in Photharam district hospital, Ratchaburi province. The data consist of 5 parts, socio-demographic status, knowledge, perception, practice, support and encouragement.

Relationship between independent variables and dependent variables and differences between two groups were tested by using chi-square and t-test analysis.

From the result, it can be seen that the occupation, time for working and knowledge of mothers in BFHI were significantly associated with the duration of exclusive breast feeding. While other independent variables; i.e. some socio-demographic factors, perception and ANC visits were not associated with duration of exclusive breast feeding in BFHI and non-BFHI groups.

Based on the findings, it was recommended that there was a feasibility in conducting breast feeding promotion programme in Photharam hospital. For further study it is also recommended to take the hospitals with similar characteristics, the supplements introduction should be emphasized, the supports from VHVs and Supportive groups should be revised, and the study of the outcome of BFHI in the long run.