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NICHA WONGWAI : EFFECT OF BREASTFEEDING PREPARATION ON BREASTFEEDING BEHAVIOR AND MATERNAL ATTACHMENT IN CESAREAN SECTION MOTHERS. THESIS ADVISOR : KOBKUL PHANCHAROENWORAKUL, Ph.D., FONGCUM TILOKSKULCHAI, Ph.D., YUPIN CHANDARAGGA, M.Ed.,

Planned Caesarean Sections always cause fear and anxiety to mothers. Post Caesarean deliveries, mothers tend to lose sense of control from anesthesia and incisional pain especially on the first postpartum day which may affect early maternal-child attachment and early breastfeeding thereafter. Thus, the purpose of this study was to compare the effect of maternal preparation on breastfeeding and maternal-attachment in Caesarean Section mothers. A Quasi-experimental research was implemented. The sample was composed of 60 planned Caesarean Section mothers who attended antenatal care at Sappasittipasong hospital. Ubonrachathani. The sample was purposively assigned into 2 groups. The first thirty mothers were assigned as the experimental group who received preparation from the researcher at 37 weeks of pregnancy in order to increase their reinforcement and self-confidence. They also received assistance to breastfeed their babies post Caesarean delivery within the first 24 hours. The other thirty mothers were assigned as control group who received routine care from the hospital personnel. Data were analyzed by using t-test.

The results showed that the experimental group demonstrated significantly higher scores on breastfeeding behavior on the third and fifth day after Caesarean birth than those in the control group ($p < .001$). There was no significant difference between maternal attachment scores on the third day after Caesarean births, but there was significant differences between scores on maternal attachment on the fifth day.

The results of this study indicate that preparation by providing health education, increased reinforcement and self-confidence and immediate assistance for breastfeeding and attachment to the planned Caesarean Section mothers can promote breastfeeding behaviors and maternal attachment. Thus it is recommended that nurses should be aware of providing appropriate preparations to those planned Caesarean Section mothers in order to increase the readiness and abilities for breastfeeding and strengthen maternal - newborn attachment.