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Maternal nutrition education as a strategy to increase exclusive breastfeeding practices: a systematic review

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ABSTRACT

Background: Appropriate child feeding is the foundation for good nutritional intake and healthy development and is a critical factor for health in adults. Exclusive breastfeeding that is giving the baby no solids or liquids besides breast milk other than vitamins and medication has been considered to be one of the most effective prevention strategies to reduce infant mortality. One way to increase the target of breastfeeding coverage can be through education nutrition for the mother. Objective: The objective of this systematic review was to identify the effectivity of maternal nutrition education in increasing exclusive breastfeeding practices. Methods: The articles searched through the database Scopus, Science Direct, Pubmed, Pro Quest, and Research Gate. Results: The analysis from the article searches resulted 15 suitable articles with the term required. Conclusion: Maternal nutrition education by professional, using lecturer technique, and application based internet as the media is reliable and effective to increase exclusive breastfeeding practices.

Keywords: Mother, Nutrition, Education, Breastfeeding, Practices

BACKGROUND

Appropriate child feeding is the foundation for good nutritional intake and healthy development and is a critical factor for health in adults (Wu et al., 2020). As a part optimal feeding practices, exclusive breastfeeding is recognized as a cornerstone of child survival and health, by providing essential irreplaceable nutrition for a chlid's growth and development (Wu et al., 2020). Exclusive breastfeeding that is giving the baby no solids or liquids besides breast milk other than vitamins and medication has been considered to be one of the most effective prevention strategies to reduce infant mortality in developed and low income countries (Birungi et al., 2015).

With respect to optimal duration of exclusive breastfeeding, a Cochrane review included that exclusive breastfeeding for six months has advantages over exclusive breastfeeding for three to four month such as reduced risk of gastrointestinal infection and more rapid maternal weight loss after birth (Birungi *et al.*, 2015). Therefore, the World Health Organization (WHO) and United Nations Children's Fund (UNICEF) recommended that children should be exclusively breastfed until they are 2 years old or older. More over, one of the WHO global nutrition targets for 2025 is increasing the exclusive breastfeeding rate in the first 6 months of life to at least 50% (Birungi *et al.*, 2015).

One way to increase the target of breastfeeding coverage can be through education nutrition for the mother. According to (Adhikari *et al.*, 2021) mentioned that there was significant relationship between knowledge and breastfeeding practices. Mothers who had knowledge about nutrition, had better in feeding practices. (Naja *et al.*, 2022) stated that mothers's behavior of exclusive breastfeeding was better than mothers who did not have education nutrition. The objective of this systematic review was to identify the effectivity of maternal nutrition education in increasing exclusive breastfeeding practices.

RESEARCH METHODS

The study began with a systematic literature search. The next step was to determine the keyword chains, and the two components were used as the search terms to identify studies on 'maternal nutrition education as a strategy to increase breastfeeding practices': (1) maternal nutrition education and breastfeeding, (2) maternal nutrition education and breastfeeding practices. The results of this keyword formulation were used to find relevant literature in 5 databases (Scopus, Science Direct, Pubmed, Pro Quest, and Research Gate). The keyword chain was as follows: ("maternal nutrition education") AND ("breastfeeding practices").

The first screening was based on the titles and abstract. At this stage, the publication was considered to be potentially relevant if the title and abstract had a link to the review topic. Articles that met the inclusion criteria were selected for all content. The selected articles totaled 15. This type of analysis requires themes that are relevant to the purpose of the review. The theme groups used for the review and for this form of analysis were: (1) what kind of maternal nutrition education technique, and (2) ability of breastfeeding practices. The limitation regarding publication year was that it had to be between 2012 and now. The search results concluded on July 13th, 2022 with a keyword chain and limitation criteria, and obtained 1850 articles. Various inclusion and exclusion criteria were applied; the publications must be in English and the sample must mothers that pregnant. Articles that were only a trial and that did not contain written results were not included.

RESULTS AND DISCUSSION

The search results used a predefined keyword chain that generated 1850 publications. In the first screening, 1750 publications were excluded after reading the titles based on the inclusion/exclusion criteria. In total, 150 publications were included in the second screening. For the second screening, the publication was downloaded. Of the 150 articles, 135 publications were excluded after reading the full text. The reasons for exclusion because the sample was not mother that pregnant. After the second screening, 15 publications were selected for the systematic review. A detailed description of the publications has been presented in the Appendix.

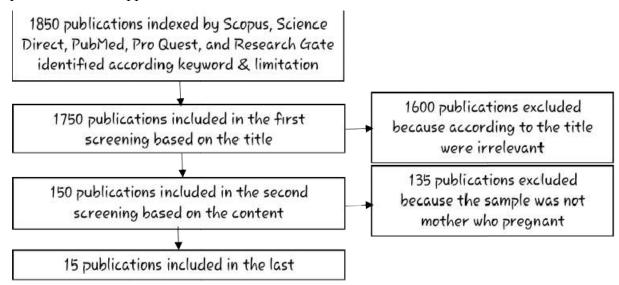


Figure 1. Results and selection procedure

Table 1: The selected publications list

No.	Author(s)
1.	(Admasu <i>et al.</i> , 2022)
2.	(Patil et al., 2022)
3.	(Tahir and Al-Sadat, 2013)
4.	(Demirci <i>et al.</i> , 2021)
5.	(Omidi et al., 2022)
6.	(Abdulahi M, Fretheim A, Argaw A, 2021)
7.	(Abuidhail, Mrayyan and Jaradat, 2019)
8.	(Eluri, Swathi; Baliga, B. Shantharam; Rao, Suchetha S; Vinayagamoorthy,
	V.; Kamath, 2022)
9.	(Nabulsi <i>et al.</i> , 2019)
10.	(Nikièma <i>et al.</i> , 2017)
11.	(Birungi <i>et al.</i> , 2015)
12.	(Pound et al., 2015)
13.	(Kushwaha <i>et al.</i> , 2014)
14.	(Nguyet, Huy and Kim, 2021)
15.	(Wu et al., 2020)

This systematic review discussed the relation between maternal nutrition education and breastfeeding practices. Fifteen articles have been reviewed. The results of this review showed that mother who received education were more likely to practice breasfeeding and exclusive breasfeeding than who did not receive it. Technique of education, media education, and whom give education were determinants of exclusive breastfeeding and breastfeeding practices.

Based on the articles that have been reviewed showing that technique of education could use lecturer, counselling, discussion, training, and peer support. The media of education can use poster, application based internet, telephone, video, and booklet. And the givers of education were professional (BSc Nurse, certified lactation counsellors, Community Health and Butrition Workers), and peer supporters (mother support group).

Researchers on twelve articles used lecturer technique, professional as the education giver and application based internet (text, animation, pictures, and video) as the media of education. Furthermore researchers on three articles used peer support as the education giver.

CONCLUSION AND RECOMMENDATION

Maternal nutrition education by professional, using lecturer technique, and application based internet as the media is reliable and effective to increase exclusive breastfeeding practices.

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PICOT ANALYSIS

NO	Title	Population	Intervention	Comparison	Outcome	Time
1.	Effect of maternal	All pregnant women	Nutrition education	Women in the control	,	
	nutrition education	whose gestational age	using lecturers was	group received the	breast-feeding was	for 3 weeks
	on early initiation	was 26-32 weeks and	given by health	routine care offered by	signifacntly higher	
	and exclusive breast-	who resided in Hawella	professional (BSc	the HEWs and WDA	among women who	
	feeding practices in	Tulla sub-city of	Nurse) using local	leaders working in	received breast-	
	South Ethiopian: a	Hawassa town	language, poster,	their cluster	feeding education	
	cluster randomized		manual, and		than those who did	
	control trial		discussion on		not receive, and	
	2022		topics relevant to		exclusive breast-	
	2022		the study		feeding practice was	
					also signicantly	
					higher among	
					women who received	
2.	Can digitally	1200 respondent from	Education (growth	Women in the control		2 months
2.	Can digitally enabling community	1200 respondent from 200 villages	Education (growth monitoring and	group received the	CHNWs can	3 months
	health and nutrition	200 villages	provision of	routine services	complement but not	
	workers improve		supplementary	Toutine services	substitute efforts for	
	services delivery to		nutrition) by		strengthening helath	
	pregnant women and		Community Health		systems and	
	mothers of infants?		and Nutrition		addressing structural	
	Quasi-experimental		Workers (CHNWs)		barriers. This digital	
	evidence from a		using mHealth		health intervention	
	national-scale		Application		resulted in higher	
	nutrition programme				home visits and life-	
	in India				stage specific	
					counsellng to	
	2021				mothers of children	
					<12 months	

3.	Does telephone	357 mothers, each of	Mothers were	The control group (n =	Telephone lactation	12 counselling
	lactation counselling	whom had delivered a	followed up for 6	178) received the	counselling provided	sessions
	improve	full term, healthy	months. The	current conventional	by certified lactation	
	breastfeeding	infant via	intervention group	care of postnatal	counsellors	
	practices?:	spontaneous vaginal	(n = 179)	breastfeeding support	from the nursing	
	A randomised	delivery	received lactation		profession was	
	controlled trial		counselling via		effective in	
			telephone twice		increasing the rate of	
	2013		monthly by		exclusive	
	Randomized control		certified lactation		breastfeeding	
	trial		counsellors in		for the first	
			addition to		postpartum month	
			receiving the		but not during the 4	
			current		and 6 month	
			conventional care		postpartum intervals.	
			of postnatal			
			breastfeeding			
			support.			

4.		Target of sample size		Participants in the		
	milk expression	n=45	Milk Expression)	education control	independent practice	
	education for		education	group met with	beginning at 37	-
	nulliparous pregnant		Participants	study staff during	weeks of pregnancy	2018
	people: results of a		viewed a video	study visits in	was feasible	
	pilot, randomized		modeling hand-	pregnancy to receive		
	controlled trial in the		expression of milk.	handouts from		
	United States		This video	Lactation Education		
			exemplar was cho-	Resources.		
	2022		sen because it	Handouts addressed a		
	Randomized control		featured close-up	new theme each week		
	trial		footage of a model	pertaining		
			self-expressing	to breastfeeding		
			milk using similar	preparation and		
			techniques advised	prevention of common		
			by	lactation problems		
			the study IBCLC	(Week 37: "Sore		
			during participant	Nipples"; Week 38:		
			individual instruc-	"Five Keys to		
			tion (e.g., breast	Successful		
			massage prior to	Breastfeeding"; Week		
			and during	39: "Signs		
			expression,	of a Good Feeding"		
			"c" or "u" shape	and "Is my Baby		
			finger placement	Getting Enough?";		
			back from the	Week 40: "I wish		
			nipple,	someone had told me		
			3-step Marmet	"). Control		
			technique,	group participants did		
			rhythmic pace	not receive any		
			while alter-	education on		
			nating between	AME or additional		
			breasts)	lactation education		
			205	from study staff.		
			205	Handouts did not		
				address AME. The		
				rationale for offer-		
				ing handouts to the		

5.	The effect of a	The participants were	The intervention	The control group	Comparing the LBW	A planned
		selected randomly and	for the	attended a routine	infants' weights and	•
	education	divided into an	experimental group	education pro-	mothers'	education
		experimental group	included	gram, including one	breastfeeding	program was
	mother's	and	routine education		practice revealed no	
	breastfeeding	a control group, each	and planned	in hospital	statistically	the
	practice	with 40 mothers	lactation training	and two 15-minute	significant	experimental
	and weight gain in	-	con-	sessions held in the	difference between	group in two
	low birth weight		taining five 20-	comprehensive	the two groups pre-	sessions in the
	infants:		minute face-to-face	health centers with a		hospital and three
	a randomized clinical		teaching sessions,	similar educational		-
	trial study		with two sessions	content pro-	differences were	sessions in
	j		being held during	vided to mothers in the		comprehensive
	2022		the mothers' hospi-	experimental group,	the	health centers.
	Randomized clinical		talization and at	1	two groups post-	
	trial		discharge time and	and 60 days after the		
			three sessions	infants' birth.	of weight gain in the	
			being	However, they did	LBW infants over	
			held in the	not receive any CDs or	14-15 days and two	
			comprehensive	written booklets	months of age	
			health centers at 5,		(F = 4720.6, p <	
			14–15, and		0.001) and the	
			60 days after the		mothers'	
			infants' birth.		breastfeeding	
			Furthermore, the		practice for 14-15-	
			moth-		day-old infants (p <	
			ers received a CD		0.001).	
			and a written		,	
			instruction booklet			
			regarding			
			breastfeeding and			
			infant weight gain			
			at the first			
			session. 206			
			The training			
			content			
			emphasized the			
			importance			

6.	Breastfeeding	The writer randomly	Peer-supporters	Women in the control	Training WDA	The duration of
	education and	assigned 36 clusters	made home visits	group received the	_	each visit was
	support to improve	into either an	to women in the	routine care offered by	BFESI substantially	typically
		intervention group (n =	intervention	the HEWs and	improves Early	20–40 min.
	exclusive	249) receiving BFESI	clusters according	WDA leaders working	*	
	breasfeeding	(Breasfeeding	to a	in their cluster, similar	Exclusive	
	practices and infant	, `	pre-specified	to that received by	Breasfeeding	
	growth: a cluster	Intervention) by	schedule. During	women in the	practices and attitude	
	randomized	trained Women's	pregnancy,	intervention	towards breasfeeding	
	controlled trial from	Development Army	theymade two	group. The current		
	a rural Ethiopian	(WDA) leaders or a	home visits in the	Ethiopian		
	setting	control group ($n = 219$)	last trimester	standard/routine		
		receiving routine care	of pregnancy:	prenatal and postnatal		
	2021		during the 8th and	care		
			9thmonth. Visits	by HEWs includes		
			after delivery were	providing four focused		
			scheduled on the	prenatal visits,		
			1st or	developing an		
			2nd, 6th or 7th and	individualized		
			15th day, and	birth preparedness and		
			thereafter monthly	complication readiness		
			until the infant was	plan, accompanying a		
			five months.	woman to a health		
			During	facility during		
			the two antenatal	delivery, and		
			visits, peer-	conducting four		
			supporters	postnatal visits.		
			encouraged	Moreover, as part of		
			delivery at the	the community-based		
			nearby health	nutrition program,		
			centre, emphasized	HEWs are expected to		
			the importance of	deliver the following		
			initiating	key		
			breastfeeding 207	breastfeeding and		
			within 1 h of	\mathcal{E}		
			delivery, feeding	mothers during the		
			colostrum	monthly growth		
			first, discouraging	monitoring		

Evaluating effects of Participant in the Participants of the 112 pregnant mothers Mother in prenatal web-based experimental group the control experimental group group breastfeeding would be given an would be remained were at moderate education for without any access to level of BSES in pre acpregnant mothers in cess to the website and post interthe their third trimester of the education website. So vention with thev of Webwould be dealing with increasing program. the pregnancy: Prospective based breastfeeding number of mothers randomized control breastfeeding according in the same level trial education program: to the knowledge and post intervention. the program can information from their Participants were be visited by the 2019 experience or relaat a neutral level of Randomized control participating tives IIFAS in both groups trial mothers through generally, they were visiting a website neither positive to from their own breastfeeding nor to bottle feeding. There computers or smart was no significant phones or any device can be difference between connected the experimental and with internet. control groups on Participating postmothers can visit intervention scores the webon BSES and IIFAS site as much as they need according to their queries during the time period of education sessions (two weeks prenatally). web-based The breastfeeding 208 education program composed of many topics as: the benefits of

8.	Can flip-chart	120 promigravidae	A flip chart	was	Control	group	Postnatal	flip-chart	15-20	min
	assisted maternal		designed	to	received ve	erbal advice	assisted	maternal	duration	
	education improve		communicate	ENC	on ENC	from the	education	had		
	essential new born		(Essential		postna-		significant	impact on		
	care knowledge and		Newborn	Care)	tal ward nu	rses, as per	ENC sk	ills and		
	skills? A randomized		knowledge	and	the existin	ng hospital	precipitated	d higher		
	controlled trial		skill		policy.		knowledge	scores at		
							the end of	6 months		
	2022									
	Randomized control									
	trial									

9.	A multi-component	This is a parallel group,	Participants in the	Participants in the	Combining	6 months
	intervention to	randomized clinical	experimental group	control group received	education with peer	
	support breastfeeding	trial, in which 362	received the	standard prenatal and	and professional	
	in Lebanon: A	healthy pregnant	following	postnatal care. In	breastfeeding	
	Randomized clinical	women with singleton	intervention	Lebanon,	support improved	
	trial	pregnancy were	components: a)	standard prenatal care	six-month	
		randomly allocated a	prenatal	is provided by	breasfeeding	
	2019	multi-component	breastfeeding	obstetricians only, and	exclusivity and	
	Randomized clinical	intervention that	education to	is mainly focused on	knowledge	
	trial	included antenatal	address common	obstetrical		
		breasfeeding	community	care. Information		
		education,	misconceptions	relating to		
		professional, and peer	about	breastfeeding is not		
		support, delivered in	_	currently part of		
		hospital and home	improve maternal	prenatal care in any		
		settings for six months	knowledge and	region		
		(experimental, $n = 174$),	expectations, b)	of the country. Advice		
		or to standard care	postpartum	on infant feeding is		
		(control, n = 188)	professional	provided by pediatric		
			lactation support to	physicians and nurses		
			avoid, and/or	or midwives,		
			overcome technical	usually after delivery.		
			breastfeeding	Moreover, hospitals		
			challenges that	and maternities do not		
			mothers	have lactation		
			experience, and	consultants		
			improve maternal	on their staff.		
			self-efficacy			
			through			
			empowerment,			
			c) postpartum peer			
			(lay) support to			
			provide emotional			
			support, and build maternal			
			social capital. Our			
			multi-component			
			intervention was			
			mici vention was			

10	Effectives and	2252 o4b on -1:11	The contaities	To the control control	Turining	The selection 1
10.	Effectiveness of		The nutrition	_	Training primary	The scheduled
	facility-based	pairs quarterly until the	counseling	routine preventive,	healthcare providers	
	personalized	child was aged 18		*	to provide a facility-	
	maternal nutrition	months	implemented in the	curative services were	based patient-	18 months
	counseling in		intervention	provided to	centered educational	
	improving child		centers within	pregnant and lactating	intervention to	
	growth and		the usual care	women, and children	promote good	
	morbidity up to 18		environment. The	aged <5 years as per	feeding practices for	
	months: a cluster-		intervention aimed	national policy.	pregnant and	
	randomized		to: i) improve	1 2	lactating women and	
	controlled trial in		communication		young children was	
	rural Burkina Faso		between		associated with	
			care providers and		improved IYCF	
	2017		women at any		practices, and	
	Cluster randomized		contact for prenatal		increased child birth	
	control trial		visits and		weight	
	Control trial		children's services;		Weight	
			and ii)			
			enhance the			
			nutrition			
			component of the			
			existing maternal			
			and child national			
			program, which			
			includes prenatal			
			care,			
			immunization, and			
			healthy and sick			
			child consultation			

11.	Effect of	765 pregnant women	Women in the	The control group	Although exclusive	5 visits: One visit
11.	breasfeeding	(intervention clusters:		received standard care	_	•
	\mathbf{c}	456, control clusters:		from the public health		-
				<u> </u>		
	childhood caries and	430)	based individual	services	impact on	· /
	breastfeeding		peer counselling to		breastfeeding	fourth, seventh
	duration among 5		support exclusive		exclusivity, the	and tenth week
	years old children in		breasfeeding for 6		intervention had no	post delivery
	Eastern Uganda: A		months from lay		effect on	
	cluster randomized		counsellors in		breasfeeding	
	trial		terms of		duration as reported	
			information and		by mothers at the 2	
	2015		encouragement in		and 5 year follow up	
	Cluster randomized		5 visits. One visit		visits	
	trial		was prenatal and			
			the other visits			
			were in the first,			
			fourth, seventh and			
			tenth week post			
			delivery			

12.		Mothers of all infants		Mothers randomized	* *	
	and breastfeeding duration in Jaundiced		randomized to the intervention group	to the control group received the current	recruited, and 86 analyzed for primary	1
	Infants: a		received the	CHEO	outcome. There was	
	randomized	Ontario) with jaundice	current	standard of medical	no difference	continued until
	controlled trial	during the study period	standard of			Pctober 2012 due
	controlled trial	were screened	medical care for	(fluids and	breastfeeding at 3	
	2015	for eligibility. CHEO,		phototherapy). They	months between	
	Randomized control	٠	(i.e. phototherapy	received no formal,	groups	recruitment
	trial	Canada, is a tertiary-	and intravenous	standardized	or in the secondary	
		care pediatric hospital.	fluids) and	breastfeeding support.	outcomes. 31	
		Mothers	met with one of	- 11	participants were	
		of infants 4 weeks of		of care at our	included in the	
		age admitted to	Board of Lactation	institution, mothers in	qualitative	
		hospital with jaundice		this group could	analysis. Participants	
		and breastfeeding any	Examiners-	receive advice and	in the intervention	
		amount	certified lactation	recommendations	group described an	
		were eligible (99	consultants (LC)	from the nurses or	increase in comfort	
		participants)	once during the	physicians caring for	and confidence	
			infant's	the infant while in	levels with	
			hospitalization.	hospital, but such	breastfeeding.	
			The LC's	advice or	Participants in the	
			intervention was	recommendations was	control group	
			based on	not standardized. No	reported limited	
			established clinical		lactation support.	
			practice guidelines	from the control		
			and included a	group, as LCs are not		
			review of the	available at our		
			benefits of	institution. However,		
			breastfeeding	mothers in both		
			as well as an	groups could consult		
			assessment of the	-		
			mother's	public health nurses		
			breastfeeding 213	once discharged		
			techniques, with	from the hospital.		
			correction as			
			needed.			
			Mothers were			

12	Effect of	Total samels of si-	Home wisits 1	T0	T0 vs. T1: The	A hogo lies a surre
13.	Effect of peer	Total sample of size	J	10		A base line survey
	counselling by	421 (base line/T0), 480	Mother Support		intervention had	(T0) was done in
	mother support	(second phase/T1), 593	Group (MSG) 10		significant effect on	
	groups on infant and	(third phase/T3)	visits in first 6		the infant	district in
	young child feeding		months, 6 visits in		and young child	November 2006
	practices: The		the next 6 months		feeding (IYCF)	and 421 mothers
	Lalitpur Experience		and 3 visits in 2 nd		practices evaluated	were interviewed
	1 1		year the the MSG		at the first	in the
	2014		give counselling		reassessment	preintervention
	Quasi experimental		and helping		(T1). All the	period. Data
	before and after		mothers with		practices evaluated	collection in the
	study		feeding difficulties		improved	baseline survey
			and reinforcing		after the	was
			optimal practices		intervention.	started in the 2nd
			opiniai praetices		T0 vs. T2: Similar	week of
					effect was seen at	
					the 2nd re-	and was
					assessment (T2)	completed by
					with all the IYCF	the last week of
					practices showing	November, 2006.
					significant	In the post-
					improvement over	intervention
					the baseline data.	periods
					the baseline data.	-
						at T1 (Jan 2008)
						and T2 (Dec
						2011), 480 and
						597 mother infant
						pairs respectively
						were selected to
						see the impact of
						the
						intervention.

14.	Effect of newborn	Experimental group	Mothers in the	Mothers in the control	At 4 weeks	June 26 to July
17.	care education		experimental group	group received only	postpartum, the	31, 2018
	program using	(n=25)	received UL-	routine care	experimental group	31, 2010
	ubiquitous learning	(11 25)	NCEP (Ubiquitous		showed a	
	on exclusive		Learning-Newborn		significantly higher	
	breasfeeding and		Care Education		level than the	
	maternal role		Program) through		control, for exclusive	
	confidence of first		tablet personal		breastfeeding rate	
	time mothers in		computers in		(p<.05) as well as	
	Vietnam: a quasi		addition to routine		mean maternal role	
	experimental study		care in the		confidence (p<.05).	
			hospital. Then, the		UL-NCEP was a	
	2021		educational content		feasible and	
	Quasi experimental		was provided to		effective	
	study with a		mothers by their		intervention in	
	nonequivalent		smartphone for		increasing first-time	
	control group design		reviewing at home.		Vietnamese mothers'	
			UL-NCEP was		exclusive	
			developed based		breastfeeding rate	
			on the World		and maternal role	
			Health		confidence level.	
			Organization's		This program may	
			"Essential		be integrated into	
			Newborn Care		routine care for	
			Course" guidelines		postpartum mothers	
					to promote mother	
					and infant health	
					among first-time	
					mothers in Vietnam.	

1.5	ECC /		XX7 1 1 1	l n	A. 0.1 .1	M 0 0010
15.		444 women were		Pregnant women in		May 9, 2019 until
		listed. The writer				April 3, 2020
	improving exclusive			not able to register		
	breastfeeding in	sample size of 93		with the Ke Xue Wei	O	
	Huzhu County	- ·		Yang module and did		
	China: Randomized	each (intervention and	account called	not have access to the	higher in the	
	controlled trial	control) group was		information in the		
		needed for this study.		module, to preclude		
	2020	To compensate for		contamination	in the control group	
	Randomized control					
	trial	follow uo, the writer		direct sharing of	odds ratio [OR] 2.75,	
		planned to enroll 200	their	messages sent via		
		pregnant women in	smartphone by	WeChat	P<.001). Similarly,	
		each group	scanning the 2D		mothers in the	
			code at the back of		intervention	
			random		group were more	
			number cards.		likely to provide	
			There was a		predominantly breast	
			special module		milk (OR 2.77, 95%	
			called Ke Xue Wei		CI 1.55-4.96;	
			Yang (Optimal		P<.001) and less	
			Feeding) within		likely to give dairy	
			the WeChat		products to their	
			Official Account		children (OR 0.40,	
			which was		95% CI 0.21-0.75;	
			developed by an		P=.005). There was	
			information		no statistically	
			technology		significant difference	
			company,		for exclusive	
			ZYZY (Beijing)		breastfeeding rate 2-	
			Pioneer of Cultural		3 months (P=.09)	
			Essence Co Ltd		and 4-5 months	
			and		postpartum (P=.27),	
			pretested in Huzhu		though more	
			County in Aug		children in the	
			2018 [28].		intervention group	
			Pregnant women		were	
			allocated to the		exclusively breastfed	