

5<sup>th</sup> European Conference on

# Clinical and Medical Case Reports

September 07-08, 2017 Paris, France

## Impact of intervention on breastfeeding outcomes and determinants based on theory of planned behavior

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**B**reastfeeding knowledge, attitude, subjective norm, and perceived control are significant determinants of breastfeeding, according to the theory of planned behavior (TPB). This study aims to investigate the effectiveness of the TPB-based intervention program in improving exclusive breastfeeding, and the interaction of time and intervention on these determinants of breastfeeding. 285 primiparous mothers were included, with 157 mothers in the experimental group and 128 mothers in the control group. The experimental group received the TPB-based intervention program delivered during six weeks postpartum, which focused on improving mothers' breastfeeding knowledge, attitude, subjective norm and perceived control, while both the experimental and control groups received the standard obstetric care. Scores of breastfeeding knowledge, attitude and breastfeeding control increased with time from baseline to six weeks postpartum, while breastfeeding subjective norm decreased at six weeks both in the experimental and the control groups. Besides, scores of the four determinants were significantly higher in the experimental group than these in the control group at three days and six weeks, except for breastfeeding control at six weeks, which resulted in the higher exclusive breastfeeding rates at three days and six weeks in the experimental group than the control group. The TPB-based intervention was effective in promoting exclusive breastfeeding during six weeks postpartum. Future interventions are recommended to adjust intervention strategies with time, and give more focus on providing continued breastfeeding support after discharge.

### Biography

Hongwei wan has completed his PhD from ChiangMai University, School of Nursing. She is the Director of Nursing Department, Shanghai Proton and Heavy Ion Center, China. He has published more than 20 papers in domestic and international journals and has been in charge of several research programs.

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