Title: The effect of breastfeeding educational program on exclusive breastfeeding duration.

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Abstract: Introduction: Breastfeeding has long been recognized as the preferred method of feeding in the first year of life and W.H.O has recommended exclusive breastfeeding for 6 months. Despite the clear benefits of breastfeeding to mother and infant, breastfeeding rates today continue to remain below of recommended level in many countries. Research has shown that mothers’ information about advantages of breastfeeding may be one of the predictor factors affecting exclusive breastfeeding duration, so this study has been done with objective of determination the effect of breastfeeding educational program on exclusive breastfeeding duration.

Materials & Methods: A Quasi-Experimental study design was used to test the effect of breastfeeding educational program on exclusive breastfeeding duration. A convenience sample of 120 pregnant women referred to health centers of Ahvaz were selected and divided randomly in two groups. All women were primiparous and indicated their intent to breastfeed their infant. In their last month of pregnancy case group received breastfeeding educational program. Six month after delivery duration of exclusive breastfeeding in two groups was determined by researchers.

Results: Findings of this study showed that the difference between means of exclusive breastfeeding duration between the two groups was statistically significant. The mean duration of exclusive breastfeeding was 5.2 month in case group compared to 2.05 for control group.

Conclusion: The results of this study suggested that breastfeeding education in last trimester of pregnancy may increase the duration of exclusive breastfeeding and it seems that compilation of educational program in prenatal care of pregnant women is necessary.

Key word: education/exclusive breastfeeding/pregnant women

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