**ID: 399**

**Congress: The First International & 4th National Congress on health Education & Promotion, 2011**

**Title:** The Survey of breast feeding prevalence and its effective factors, Isfahan, Iran: Application of BASNEF model

**Authors:** Shahnazi H*, 2-Charkazi A, 3-Sharifirad GH, 4- Meiraeez Z, 5-Razzagnejad A

**Abstract:**

Introduction: Breast feeding has a significant effect both in mother and infant health. Exclusive breast feeding in the first 6 months of infant’s life and continuing it until 2 years of age related to the social and cultural conditions of each society. In recent years most of mothers choose negative breast feeding behaviors because, they have problems in doing that. These negative behaviors have physical and emotional impairments for children and socio-economical damages in community. The aim of this study was to survey of breast feeding prevalence and it's effective factors bases on BASNEF model.

Methods: Through Multi stage clusteral sampling method, 406 mothers who had 6-24 months infant, enrolled in a Cross-Sectional study. Data gathering instrument was a valid and reliable questionnaire based on BASNEF model including demographic variables, Knowledge, Attitude, Subjective Norms and Enabling Factors. Gathered data analyzed by using a Statistical package for Social Sciences (SPSS) Software (ver.18) thorough appropriate statistical tests. Confidence coefficient was 95%.

Results: Breastfeeding prevalence was 86.4%. About knowledge section, 36.9% were very good, 45.1% good, 10.6% middle and rest of them weak and very weak. Significant relationship was between knowledge and breastfeeding (p < 0.05). In attitude section, 26.4% were in a very favourable position, 43.8% favourite, 25.6% semifavourite, and rest of them were in unfavourite position. No significant relationship was seen between attitude and breastfeeding (p > 0.05). Between Subjective Norms (support of spouse and mother) and breastfeeding was a significant relationship (p < 0.05), but Enabling Factors hadn't significant relationship with breastfeeding (p > 0.05).

Conclusion: Findings releaved that, besides knowledge and information, support and encourage of important others like spouse and mother have positive effect on breastfeeding performance and should be consider in breastfeeding enhance programs.

**Keywords:** Breastfeeding, Prevalence, BASNEF, Infant, Mother.

**Presentation:** Poster