

Design and Evaluation of Educational program to Promote Breastfeeding of Korean Women

Nam-Mi Kang, PhD, MS, RN;
Nursing, Konkuk University
322, Danwol-Dong, Chungju, Chungbuk, Korea

Key words : Breastfeeding, Educational program, Korean Women

Purpose: The purpose of this study was to evaluate university students' confidence, knowledge, attitudes, related breast-feeding variables, and to suggest a design framework for a pre-parental breastfeeding education program for university students who are of childbearing age. **Method:** This study design was a cross-sectional comparative study and secondary analysis. Data were collected for four months from September through December, 2003. Participants completed modified questionnaires that include 4 sections about personal characteristics, experiences related to breastfeeding, Williams and Hammer's breastfeeding confidence, knowledge and Jung's attitudes questionnaires. 500 undergraduate university students from a variety of specialties were recruited through two campuses in South Korea. Among 500 questionnaires distributed, 341 questionnaires were completed and returned. Data were analyzed using descriptive statistics and inferential statistics including t-tests and correlation analysis. **Findings:** The mean confidence score's differences were not significant by gender and specialty. The mean knowledge score of female students was significantly higher than that of male students. The mean knowledge score of medical students were significantly higher than non-medical students. Female students had more positive attitudes toward breastfeeding than male students. The mean practical attitude score was lower than others in both genders. There was no significant difference in the mean attitude scores by the students' specialties. There was no significant correlation between the students' confidence and the knowledge. There was no significant correlation between the students' confidence and the attitudes. There was a significant positive correlation between the students' knowledge and the attitudes. 92% of students thought more breastfeeding education programs were needed throughout all levels of their education period. Participants reported that nurses were the most significant and influential contributors to breastfeeding education. **Implications:** The findings indicated that breastfeeding education programs for university students should aim at both genders, and that education programs should focus on the practical aspect of attitudes toward breastfeeding. Therefore, it is necessary to design educational programs that focus on more practical knowledge for positive attitudes about breastfeeding in high school and university levels by nurses. Program design considerations can be differentiated by gender and specialty of students.

This study was funded by Konkuk university in 2004 (visiting scholar in USA).