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Health Promotion Strategies in Exclusive Breastfeeding

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ABSTRACT

Exclusive breastfeeding is vital for ensuring optimal growth and development in infants. Breastmilk provides essential nutrients and antibodies crucial for their immunity. However, Indonesia's exclusive breastfeeding rate dropped to 67.96% in 2022 from 69.7% in 2021, highlighting the urgent need for effective strategies to boost this rate. This study aimed to analyze the various health promotion approaches employed for exclusive breastfeeding. This study conducted through a systematic literature review of articles spanning 2014 to 2023, accessed via Google Scholar, PubMed, and Scopus using the PRISMA FLOW method. The study reveals that while the government has established supportive regulations, monitoring and evaluation are lacking as responsibilities are delegated to regional authorities. The results of the literature search in the form of electronic journals obtained 350 articles according to the keywords used. The 350 articles were screened based on research inclusion and exclusion criteria using the PRISMA technique. Interpretation is the way to support for breastfeeding can be direct through simple means like leaflets or indirect through platforms such as Facebook, M-Health, and other electronic media. Social backing comes from professionals, communities, families, and peers. The literature review identifies health promotion strategies encompassing advocacy, social support from professionals and families, community empowerment, and dissemination of information through suitable channels. As conclusion, health promotion strategies involve social support from professionals, family, and community empowerment, and the use of appropriate media for information dissemination.

Keywords: eksklusif breastfeeding; health promotion; strategy; intervention

INTRODUCTION

Exclusive breastfeeding involves providing infants with breast milk only, without any other food, except for medication and water if needed, from birth to 6 months. The World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) advocate for exclusive breastfeeding for the first 6 months, initiating breastfeeding within the first hour after birth, feeding on demand, and avoiding the use of bottles or pacifiers.⁽¹⁾

Breastmilk is the primary food infants require. No other food rivals breast milk's nutritional richness. It offers protein, fat, sugar, and calcium in optimal proportions. Additionally, breast milk contains antibodies that shield the baby from illnesses during and post breastfeeding. According to UNICEF, exclusive breastfeeding in Indonesia can reduce infant mortality.^(2,3) UNICEF suggests that providing exclusive breastfeeding for six months from birth's first hour, without additional food or drink, could prevent 30,000 infant deaths in Indonesia and 10 million child deaths globally each year. Breast milk is crucial for babies' health and survival, as it helps prevent diseases and malnutrition more effectively than other milk. Data on exclusive breastfeeding for infants under 6 months worldwide from 2014-2020 stood at 44%. In Southeast Asia, the rate is similar at 45%, indicating that exclusive breastfeeding success remains below 50% of the population.⁽⁴⁾ The 2021 performance report of the Indonesian Ministry of Health shows that 69.7% of babies under 6 months old received exclusive breastfeeding. However, this percentage decreased to 67.96% by 2022. Although the national target was 45%, these figures highlight the need for more support to increase the coverage of exclusive breastfeeding.⁽⁵⁾

Health promotion entails supporting good health practices and improving access to quality health services. It comprises several crucial elements that must be comprehended.⁽³⁾ According to the WHO, health promotion consists of key elements, which include health education, community empowerment, and policy setting. Health education involves providing accurate and relevant information about health to individuals and communities. Its aim is to enhance understanding and knowledge about the importance of maintaining good health and preventing

diseases. Community empowerment entails the active engagement of communities in making health-related decisions and adopting healthy behaviors. It involves collaboration between individuals, families, communities, and the health sector. Policy Setting involves developing policies that support health promotion at both national and local levels. These policies may consist of regulations regarding food and drink, the environment, and access to health services.⁽⁶⁾ Successful implementation of health promotion strategies for exclusive breastfeeding involves optimizing cross-program and cross-sector coordination, which is a key component of the overall strategy. To achieve this, it is important to map out the health promotion strategies in order to develop a model that can be adopted to promote exclusive breastfeeding.⁽⁷⁾

Based on the background, this study aimed to analyze the various health promotion approaches employed for exclusive breastfeeding.

METHODS

The method used in this study was systematic literature review, which is a methodical way of collecting, critically evaluating, integrating, and presenting findings from multiple research studies on an interesting research question or topic.⁽⁸⁾ A literature search strategy can be developed using the PEOS method, which involves identifying the population, exposure, outcome, and study type (Table 1). Additionally, creating specific research questions to guide the search process is crucial. The PRISMA (Preferred Reporting Items for Systematic Review and Metaanalysis) method is a standard methodology that uses a checklist in its application to evaluate the quality of research to be reviewed.

Table 1. Frame work of PEOS

Criteria	Inclusion	Exclusion
Population	Mothers who exclusively breastfeed their 6-month-old babies	Mothers who introduce other foods before their babies turn 6 months old will also be discussed
Exposure/event	Mapping out a strategy for exclusive breastfeeding	
Outcome	The appropriate approach to achieve exclusive breastfeeding	
Study design	Quantitative and qualitative research	

Literature sources were journals, articles, or research results in electronic databases published on the Google Scholar and Open Access Journal (PubMed) portals. Keywords must be in the abstract, title, or keywords of the article. As a result, both Boolean search actions were performed: ("Health Promotion strategy") OR ("Health Promotion Intervention") AND ("Exklusif Breastfeeding") OR breastmilk.

Inclusion criteria were articles matching the research topic, in Indonesian or English, published from 2014 to 2023, and accessible in full text. Articles not fully accessible will be excluded. Sampling was conducted by one author and reviewed by both using the PRISMA diagram to select those meeting the inclusion criteria. The selection process also considers the research questions; articles not addressing a question may be excluded by the author.

RESULTS

The results of the literature search in the form of electronic journals obtained 350 articles according to the keywords used. The 350 articles were screened based on research inclusion and exclusion criteria using the PRISMA technique as presented in Figure 1. Based on search results for articles/journals published on Google Scholar and Pubmed over a period of 10 years, namely 2014-2023, 11 articles related to research were obtained (Table 2).

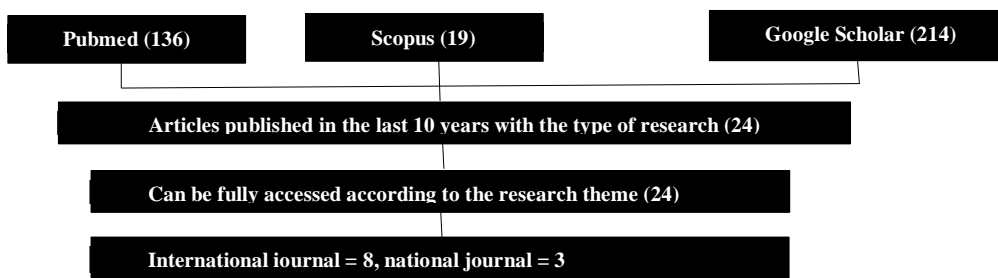


Figure 1. PRISMA diagram in literature searching

Table 2. The results of articles synthesis

Label	Author	Title	Results
P1	Amalia Safitri Dwi Angraeni Puspitasari	Efforts to increase exclusive breastfeeding and its policies in Indonesia	Maternal knowledge is a factor that influences exclusive breastfeeding and many efforts have been made in the form of counseling, assistance by the family and hypnolactation. For policy, the results show that the government has made regulations that support the implementation of exclusive breastfeeding, but there has never been monitoring and evaluation because the implementation is handed over to local governments. ⁽⁹⁾

Label	Author	Title	Results
P2	Dasheka Zukiswa Theodorah and Rala Ntombana Mc'Delene	The kind of support that matters to exclusive breastfeeding: A qualitative study	First-time mothers received practical support mainly from nurses and other mothers during initiation; Social support comes from family members, friends and community members for the maintenance of exclusive breastfeeding. Sometimes there is a disconnect between practical support from caregivers and support from family members and the community. ⁽¹⁰⁾
P3	Rueda C, Bright MA, Roussos-Ross D, Montoya-Williams D.	Exclusive breastfeeding promotion policies: whose oxygen mask are we prioritizing?	The promotion of exclusive breastfeeding has an impact on the mental health of the mother and, consequently, the health of the baby. We advocate balanced consideration of maternal and child health while promoting breastfeeding. ⁽¹¹⁾
P4	Anna Gavine, Joyce Marshall, Phyll Buchanan, Joan Cameron, Agnes Leger, Sam Ross, Amal Murad, Alison McFadden	Remote provision of breastfeeding support and education: Systematic review and meta-analysis	Breastfeeding support significantly reduces the risk of women stopping exclusive breastfeeding. Remote breastfeeding support and education can be provided when it is not possible to provide face-to-face services. ⁽¹²⁾
P5	Aïssata Moussa Abba, Maria De Koninck, Anne-Marie Hamelin	A qualitative study of the promotion of exclusive breastfeeding by health professionals in Niamey, Niger	The results indicate the need to train or retrain health professionals related to exclusive breastfeeding and regularly monitor their activities. ⁽¹⁰⁾
P6	Diani Octaviyanti Handajani, Eti Poncorini Pamungkasari, Uki Retno Budihastuti	Effectiveness of health promotion by Indonesian breastfeeding association in increasing exclusive breastfeeding practice in Surabaya City, East Java	Exclusive breastfeeding increases with AIMI participation and family support and peer support. ⁽³⁾
P7	Wichitra Yasya, Pudji Muljono, Kudang Boro Seminar, Hardinsyah	The influence of using Facebook social media and online social support on breast milk feeding behavior	The effective use of Facebook for breastfeeding mothers to increase compliance with breastfeeding behavior is if Facebook is used to obtain online social support. ⁽¹³⁾
P8	Rahayu Budi Utami, Utin Siti Candra Sari, Emy Yulianti, Slamet Wardoyo	Education for working mothers uses leaflet and electronic media to increase exclusive breastfeeding	There is a significant difference in knowledge, before and after being given good health education, education without media, with leaflets, electronic media, and previous electronic leaflets. ⁽¹⁴⁾
P9	Roopa M Bellad, Niranjana S Mahantshetti, Umesh S Charantimath, Tony Ma, Yukiko Washio, Vanessa L Short, Katie Chang, Parth Lalakia, Frances J Jaeger, Patricia J Kelly, Geetanjali Mungarwadi, Chandrashekar Karadiguddi, Shivaprasad S Goudar1 and Richard J Derman	A training curriculum for an mHealth supported peer counseling program to promote exclusive breastfeeding in rural India	One strategy to increase EBF is the use of community-based communication programs that use peer counselors (PC) to educate and support mothers. Such programs have been shown to be effective in increasing the initiation and duration of breastfeeding in diverse populations and groups. ⁽¹⁵⁾
P10	Sukmawati S, Lilis Mamuroh, Furkon Nurhakim	Pemberdayaan keluarga dan kader kesehatan dalam pemanfaatan ASI eksklusif	The research results showed that cadres who were given training had better knowledge than those who were not given training. ⁽²⁶⁾
P11	Farideh Panahi, Farzaneh Rashidi Fakari, Soheila Nazarpour, Raziieh Lotf, Mitra Rahimizadeh, Maliheh Nasiri, Masoumeh Simbar	Educating fathers to improve exclusive breastfeeding practices: a randomized controlled trial	The results showed that father's education improved mothers' breastfeeding practices and increased the level and continuity of exclusive breastfeeding. ⁽⁶⁾

A health promotion strategy is a method to effectively and efficiently achieve the vision and mission of health promotion through advocacy, social support, and empowerment. The ultimate goal of health promotion is to empower the community so that people are aware, willing, and capable of adopting clean and healthy living behaviors.^(2,10) Maternal knowledge is a crucial factor that affects exclusive breastfeeding. Many efforts have been made, such as counseling, family assistance, and hypnolactation, to improve maternal knowledge and support exclusive breastfeeding.^(16,17) Regarding policy, the findings indicate that the government has established regulations to encourage exclusive breastfeeding, but they have not conducted any monitoring and evaluation since the implementation has been delegated to the regional government. It is worth noting that promoting exclusive breastfeeding can have a positive impact on the mental health of the mother and the overall health of the baby, which ultimately affects the success of exclusive breastfeeding.⁽³⁾

DISCUSSION

Social Support (Professional and Family)

Social support is crucial for first-time mothers, coming from both professionals and family members. The initiation and continuation of exclusive breastfeeding for the initial six months hold significant importance.⁽¹⁸⁾ The results of a systematic literature review conducted by researchers indicate that professional support, such as from health workers, significantly impacts exclusive breastfeeding.⁽¹⁹⁾ These findings support the hypothesis that support from health workers is a key variable influencing exclusive breastfeeding. Another study also identified

a link between health professional support and exclusive breastfeeding for six months.⁽²⁰⁾ Professional support indicates the need to retrain health professionals related to exclusive breastfeeding and routinely monitor their activities.⁽⁷⁾ This shows that counseling from healthcare providers can influence mothers in choosing to breastfeed exclusively or use formula milk. Mothers feel more secure in breastfeeding when they receive guidance from healthcare workers about their health status. In the absence of such support, mothers may feel anxious. Meanwhile, healthcare workers have reported that they offer assistance to mothers in adjusting to different perspectives on evaluating maternal health.⁽¹³⁾

Based on the reviewed articles, family support significantly influences exclusive breastfeeding for mothers in Indonesia. The systematic literature review indicates that family support plays a crucial role in exclusive breastfeeding.⁽²¹⁾ Strong peer support enhances family support: Timely and appropriate support is crucial for successful exclusive breastfeeding, reducing the likelihood of mothers stopping exclusive breastfeeding—indicating that increased family support leads to improved breastfeeding. Informational support, where families provide relevant information to help mothers breastfeed effectively, is particularly crucial.⁽¹³⁾ This type of support aids in communicating opinions and facts to overcome challenges. Research also highlights the link between family support and exclusive breastfeeding.⁽¹¹⁾

Community Empowerment

Discussions on the Empowerment of Families and Health Cadres in promoting exclusive breastfeeding reveal significant improvements in knowledge and skills post-training. Involving fathers in breastfeeding enhances mothers' practices and sustains exclusive breastfeeding.^(7,22) Community-based communication programs employing peer counselors have effectively increased breastfeeding initiation and duration across diverse populations.⁽¹²⁾ Active community empowerment through interventions for breastfeeding mothers enhances their breastfeeding capabilities. ASI cadres and support groups are essential components of community empowerment.^(11,16)

Appropriate Information and Media Use

Studies on information and media use in promoting exclusive breastfeeding emphasize the significant impact of media exposure on breastfeeding mothers.⁽²³⁾ Direct or remote provision of breastfeeding information remains crucial, even when face-to-face services are not feasible.⁽¹⁵⁾ Exposure to information from various media influences respondents' knowledge and decision to opt for exclusive breastfeeding. Health information availability influences behavior, with guidance and information being crucial for successful breastfeeding. Material, information-giving, and instrumental support are essential for achieving exclusive breastfeeding goals. Using Facebook as a medium for online social support has been effective in promoting breastfeeding compliance among mothers.^(14,24) Based on research, the media that can be used to effectively use Facebook for breastfeeding mothers to increase compliance with breastfeeding behavior is if Facebook is used to obtain online social support. Effective dissemination of information through various media channels is vital for promoting exclusive breastfeeding.^(15,25)

CONCLUSION

Based on the results, health promotion strategies involve social support from professionals, family, and community empowerment, and the use of appropriate media for information dissemination.

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