

Health Promotion Through Counseling and Literary Interventions: Media to Increase Breastfeeding Mothers' Well-Being

Inge Wattimena

Faculty of Nursing

Widya Mandala Surabaya Catholic University

Elisabet Widyaning Hapsari

Faculty of Psychology

Widya Mandala Surabaya Catholic University

The WHO target of achieving 80% success rate of breastfeeding mothers for a minimum of 6 months has not been met, so a program had been performed on 105 pregnant and post-delivery women through counseling and literary interventions. Six months after delivery they were traced back and a questionnaire of three open ended questions was sent by mail to them. A total of 45 women responded to the questionnaire. They were asked about the benefits of the interventions, the prosperity enjoyed, and of suggestions to encouraged breastfeeding behavior. The answers were qualitatively analyzed. Results showed that after the interventions, they got more understanding, motivated, and happy. They experienced physical, psychological, and social well-beings. Unfortunately medical teams and the community were not fully participating yet in encouraging mothers to breastfeed. It is recommended to promote breastfeeding through competent motivators for the welfare of families and nation.

Keywords: health promotion, breastfeeding, counseling, reading material

Target WHO agar 80% ibu menyusui minimal 6 bulan belum tercapai, sehingga perlu dilakukan upaya melalui intervensi penyuluhan dan materi bacaan. Promosi dilakukan pada 105 ibu hamil dan pasca-melahirkan. Kelompok ini ditelusuri kembali setelah 6 bulan melahirkan. Kepada mereka ditanya per surat tiga pertanyaan terbuka tentang manfaat intervensi, kesejahteraan yang dinikmati melalui ASI, dan saran untuk menggalakkan pemberian ASI. Sebanyak 45 ibu yang menyampaikan jawabannya. Jawaban dianalisis melalui metode kualitatif deskriptif. Hasil menunjukkan bahwa para ibu mendapat manfaat dari intervensi, semakin mengerti, termotivasi, dan bahagia. Mereka menikmati kesejahteraan fisik, psikis, maupun sosial. Di pihak lain diutarakan bahwa belum sepenuhnya tim medis maupun masyarakat berpartisipasi dalam menggalakkan ASI. Disarankan agar masalah ASI disosialisasikan ke masyarakat luas melalui para motivator yang kompeten, untuk kesejahteraan keluarga dan bangsa.

Kata kunci: promosi kesehatan, menyusui, penyuluhan, bacaan

The regulation of increasing the habit of breastfeeding was stated by the Minister of Health in the event "World Breast Milk Week 2010" in Jakarta (Promosi Kesehatan, 2011). The goal of this event was that every nation continually act together in helping mothers breastfeed successfully. Health promotions convey the benefits of breastfeeding and the management that start since pregnancy, birth, and until the baby is two years old.

Exclusive breastfeeding on babies under two months old, according to the Indonesian Demography and Health Survey 2006-2007, only covered 67% of the total. The percentage decreased as the babies grew older, becoming 54% on 2-3 year olds, and 19% on 7-9 year olds. To make

matters worse, 13% of babies under two months old had been given extra food (Sentra Laktasi Indonesia, 2011). Widagdo, Mawardi, & Hannah, (2000) stated that breast milk had more benefits in the aspects of nutrition, child and mother's health, psychologically, and economically. Breast milk has nutritional components that are vital for children, such as carbohydrates (6.5-7%), proteins (1-1.5%), fats (3.5%), vitamins, minerals, and water.

One of the methods to anticipate the less conducive condition regarding breast milk problem is by education through Health Promotions. Promotions have the goal of increasing knowledge and awareness, such as what was being done by health promotion professionals in England (Earle, 2002). They actively promoted breastfeeding because England was at the bottom of the ranks of European countries and advanced countries in the

Correspondence concerning this article should be addressed to Inge Wattimena, Faculty of Nursing, Widya Mandala Surabaya Catholic University, Jalan Dinoyo 48A, Surabaya. e-mail: suroingboyo@gmail.com