

Need assessment and development of module on exclusive breast feeding

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The present investigation was confined to Mau block of district Chitrakoot (U.P.). Rationale of the study was to facilitate information on exclusive breast feeding to rural women by facilitators through preparing training module. The objective of the study was to develop training module on breast feeding for facilitators of *Anganwadi* centers. Qualitative information was obtained by semi structured interview method to get views from mothers, expecting women, Accredited Social Health Activists (ASHA), *Anganwadi* workers (AWWs) and Village Development Coordinator (VDCOs) and observed that it was common to give cow milk and water to infants less than six months old. Exclusive breast feeding is rarely practiced in the community; also breast milk secretion is not sufficient enough to initiate breast feeding within one hour of birth. Module on exclusive breast feeding was developed containing four sections viz., anchor, input, apply and integration. Anchor sections (15 min.) consisted of exploring what the learners already know about the topic and connect them to the core concept to be introduced. Input section (40 min.) comprised of adding new knowledge through flip chart. Apply activity (30 min.) involved undertaking a task that enables learners to apply the new knowledge immediately provided through flip charts. Integrate activity (20 min.) included using new knowledge in their real lives. Field testing of module was done. The module was found useful by the participants.

Key Words : Chitrakoot, Rural women, Training module, Exclusive breast feeding

How to cite this article : Singhal, Priyanka and Raghuvanshi, Rita Singh (2013). Need assessment and development of module on exclusive breast feeding. *Food Sci. Res. J.*, 4(1): 32-36.

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