

## QUALITATIVE SURVEY ON INFANT AND YOUNG CHILD FEEDING (GUIDELINE)

The main **aim** of undertaking qualitative study is to understand the barriers of optimal breastfeeding practices. Qualitative study also helps in finding out some of the positive factors on which health workers can build on their efforts to motivate mothers and other stake holders (in the family and community) in promoting appropriate breastfeeding practices.

The qualitative study is based on **In-depth interviews**. The information gathered from in-depth interviews would be of great help especially in designing the interventions to improve knowledge, attitude and practice related to optimal breastfeeding. The in-depth interviews will be conducted among -

- breastfeeding mothers,
- currently pregnant women
- Mother – in- laws

The in-depth interview will cover the following **issues** -

- A. Knowledge on appropriate breastfeeding practices e.g. initiation, colostrum feeding, exclusive breastfeeding and introduction of supplementary feeding (mothers of infants, pregnant women and mother-in-laws)
- B. Exact practices adopted for the infants (recently delivered mothers or those having child less than 4 months) and exploring reasons for adoption of both favorable as well as unfavorable infant feeding practices
- C. Visualizing factors which can be used as a starting point to promote healthy practices
- D. Identifying factors which will generate or strengthen community and familial support for mothers to adopt appropriate breastfeeding practices
- E. Identification of key stakeholders at the community level (TBAs, influential women, women's group or forum etc., which can be targeted for promotion of appropriate breastfeeding practices at the community level.

Following **Steps** may be adopted to conduct in-depth interview in a district –

**In rural areas** – Select two villages from one of the block of the district. The block may be same one, where quantitative survey was undertaken, however, select two villages preferably other than the surveyed villages. The selected two villages may be different in terms of remoteness from the headquarter or nearest town, class and ethnic group and any other characteristics which you may think is appropriate in distinguishing the two villages.

**In urban areas**, two locality of a city preferable with different socio-economic status should be selected.

In each of the selected villages / urban locality, following number of persons should be approached for **in-depth** interviews of different categories of the respondents –

Mothers of infant 0 – 6 months	: 3 mothers
Pregnant women	: 2 pregnant women
Mother – in – law	: 1 mothers – in – law
Others	: 1 Husband / father – in – law
Community workers	: 1 or 2

### **Report**

Major efforts should be devoted to articulate the findings of the in-depth interviews. The findings should explore how the breastfeeding practices differ from rural to urban areas, what factors influence the adoption of appropriate or inappropriate practices or they do not differ at all.

A typical report based on the checklist provided below would have the following major sections:

- I. Objective of the qualitative study and brief background of the study area and the characteristics of the persons included for in-depth interviews.
- II. Findings / observations –
  - related to general knowledge level of each of the component of breastfeeding (initiation, colostrum feeding, exclusiveness etc), whether the knowledge differ among different categories of the respondents or from rural to urban areas
  - Current practices adopted by the mother and main reasons / barriers for adoption
  - Describe general believes, myths prevailing in the society
  - Whether mothers – in – law or other persons have any influential role,
  - Is there any diverse kind of messages spreading around by different categories of health professionals
- III. Conclusions – Given the scenario in a particular district, what can be done at the
  - Familial level
  - Community level
  - Service provider level – government as well as private
  - Media level

Any other suggestion for the promotion of appropriate breastfeeding practices.

# QUALITATIVE SURVEY ON INFANT AND YOUNG CHILD FEEDING

## Format for conducting in-depth interviews (MOTHERS OF INFANT 0 –6 MONTHS)

Village / urban locality: \_\_\_\_\_ Block/Ward: \_\_\_\_\_ District : \_\_\_\_\_

*Probe and then record*

<b>Background information</b>	
<ul style="list-style-type: none"><li>▪ Name :</li><li>▪ Age (in years) :</li><li>▪ Education :</li></ul>	<ul style="list-style-type: none"><li>▪ No. of living children- Boys____ Girls ____</li><li>▪ Sex - Boy / Girl</li><li>▪ Age of the infant (months)</li></ul>
<b>Knowledge on Breastfeeding</b>	
When the infant should start breastfeeding?	
Why ?	
Whether pre-lacteal feeding should be given to babies,	
If yes why?	
How long infant should be breastfed, probe the duration for	
Only breast milk, why?-	
Breast milk with water, why?-	
Breast milk with other food and supplements, why?-	

Complementary feeding should be started at what age, why?

The complementary feeding should consist of what items, why?

The frequency of these items, why?

**Current breastfeeding practices**

When you started breastfeeding?

If delayed, why?

If at desired time, who advised for this?

Did any thing given to baby other than breast milk since birth?

If yes, what, why?

Its quantity and frequency?

Whether faced any problems in initiation and continuation of breastfeeding?

What problem?

What support is needed to overcome the problem?

Do the amount of milk is perceived to be sufficient?

If no, perceived corrective action by the mothers?

Whether mother have been advised on breastfeeding practices by any one?

If yes, from whom and type of advice received from each one of them?

Is there any change in the breastfeeding practices adopted for older siblings?

If yes, what changes and why?

**Strengthening capacity of the mother for optimal breastfeeding practices**

What sort of information regarding breastfeeding may be helpful for the mother?

Who would be the appropriate person to provide the information on breastfeeding?

What help/support is needed by mother to follow appropriate breastfeeding practices?

Thank You

# QUALITATIVE SURVEY ON INFANT AND YOUNG CHILD FEEDING

## Format for conducting in-depth interviews (PREGNANT WOMEN)

Village / urban locality: \_\_\_\_\_ Block/Ward: \_\_\_\_\_ District : \_\_\_\_\_

*Probe and then record*

Background information	
<ul style="list-style-type: none"><li>▪ Name :</li><li>▪ Age (in years) :</li><li>▪ Education :</li></ul>	<ul style="list-style-type: none"><li>▪ No. of living children- Boys____ Girls ____</li><li>▪ Sex - Boy / Girl</li><li>▪ Age of the infant (months)</li></ul>
Knowledge on Breastfeeding	
When the infant should start breastfeeding?  Why ?	
Whether pre-lacteal feeding should be given to babies,  If yes why?	
How long infant should be breastfed, probe the duration for  Only breast milk, why?-  Breast milk with water, why?-  Breast milk with other food and supplements, why?-	
Complementary feeding should be started at what age, why?  The complementary feeding should consist of what items, why?  The frequency of these items, why?	

**Future intentions regarding breastfeeding practices**

Whether you have received any advise on breastfeeding practices as a part of your ANC care?

If yes, from whom and type of advice received from each one of them?

If faced with any problems in initiation and continuation of breastfeeding, whom would you approach and why?

**If the woman has living children, probe about the breastfeeding practices of youngest child.**

When she had first put the baby to the breast, why?

How long continued exclusive breastfeeding was given, why?

How long Breastfeeding with water, why?

How long Breastfeeding with other food and supplements, why?

At what age complementary feeding was started in the last child?

What type of food was given and its frequency?

**Strengthening capacity of the woman for optimal breastfeeding practices**

What sort of information may be helpful for her?

Who would be the appropriate person to provide the information on breastfeeding?

What sort of support/help is needed to follow appropriate breastfeeding practices?

Thank You

# QUALITATIVE SURVEY ON INFANT AND YOUNG CHILD FEEDING

## Format for conducting in-depth interviews (MOTHER – IN – LAW / FATHER – IN – LAW / HUSBANDS)

Village / urban locality: \_\_\_\_\_ Block/Ward: \_\_\_\_\_ District : \_\_\_\_\_

*Probe and then record*

<b>Background information</b>	
<ul style="list-style-type: none"><li>▪ Name :</li><li>▪ Age (in years) :</li><li>▪ Education :</li></ul>	<ul style="list-style-type: none"><li>▪ No. of living children- Boys____ Girls ____</li><li>▪ Sex - Boy / Girl</li><li>▪ Age of the infant (months)</li></ul>
<b>Knowledge on Breastfeeding</b>	
Do you think breastfeeding an infant is important?	
What are the advantages of breastfeeding an infant?	
Ideally when the infant should be put on breastfeeding after birth?	
Why?	
Whether the infant should be fed with other liquid before starting breastfeeding?	
What liquid is customarily given to infant in your society,	
Why these liquid are given?	
How long an infant should be given only breast milk, why?	

How long an infant should be given breast milk with water, why?

How long an infant should be given breast milk with other liquids, why?

What kind of support you may like to provide the breastfeeding mother in your family?

Complementary feeding should be started at what age, why?

The complementary feeding should consist of what items, why

What is the frequency of these complementary feeding, why?

Would you approve that latest information on optimal breastfeeding should be imparted to the nursing mother in your family?

From whom this knowledge should be imparted?

**Probe from Mother – in – law**

What support/help is needed to practice optimal infant feeding practices by the mother?

Would you be willing to support the mother in follow-up of appropriate breastfeeding practices in your community?

**Thank You**

# QUALITATIVE SURVEY ON INFANT AND YOUNG CHILD FEEDING

## Format for conducting in-depth interviews (COMMUNITY HEALTH / NUTRITION / OTHER WORKERS)

Village / urban locality: \_\_\_\_\_ Block/Ward: \_\_\_\_\_ District : \_\_\_\_\_

*Probe and then record*

<b>Background information</b>	
<ul style="list-style-type: none"><li>▪ Name :</li><li>▪ Age (in years) :</li><li>▪ Education :</li></ul>	<ul style="list-style-type: none"><li>▪ No. of living children- Boys____ Girls ____</li><li>▪ Sex - Boy / Girl</li><li>▪ Age of the infant (months)</li></ul>
<b>Knowledge on Breastfeeding</b>	
Are you doing any thing to promote breastfeeding?	
If yes, what?	
Do you think breastfeeding an infant is important?	
What are the advantages of breastfeeding an infant?	
Ideally when the infant should be put on breastfeeding after birth?	
Why?	
How long an infant should be given only breast milk, why?	
How long an infant should be given breast milk with water, why?	
How long an infant should be given breast milk with other liquids, why?	

In your opinion, whether any pre-lacteal should be given to infants?

If, no, why community member insist on pre-lacteal?

Do you advice them for not giving it?

If yes, has your effort has any impact on the ongoing practices?

Complementary feeding should be started at what age, why?

The complementary feeding should consist of what items, why?

The complementary feeding should be given in what frequency, why?

For how long breastfeeding should be continued with complementary feeding, why?

What kind of support you may like to provide the breastfeeding mother in your community?

Would you like to have latest art or technique on breastfeeding which will help you in convincing community members?

From whom this knowledge should be imparted?

Thank You