

## EFFECTIVENESS OF PEER COUNSELING EDUCATION USING THE HEALTH BELIEF MODEL APPROACH TO THE SUCCESS OF EXCLUSIVE BREASTFEEDING

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### ABSTRACT

*Exclusive breastfeeding for babies aged 0-6 months is very beneficial both for the baby as immunity and for the mother to prevent breast cancer and other diseases. Existing data shows that there is still a low number of mothers who provide exclusive breastfeeding, around 48% of babies aged < 6 months do not receive exclusive breastfeeding. Urgency of Research, low coverage of the success of exclusive breastfeeding both at the national level, 65%, provincial and at the research location; the majority of mothers lack knowledge in efforts to successfully provide exclusive breastfeeding; It is still felt that the methods and media used in exclusive breastfeeding education are very monotonous and require holistic and continuous education. Peer education takes the form of in-depth sharing with peers as informants so that mothers absorb information well. Peer education can increase BSE and mother's motivation in breastfeeding. This type of research is quasi-experimental with a pre-post non-control group approach. The aim of this research is to analyze the effectiveness of peer education using the health belief model approach on the success of exclusive breastfeeding. The location of this research is Cinta Damai Village, Percut Sei Tuan District, Deli Serdang Regency. The population of this study were all mothers who breastfed babies aged <6 months, using a total sampling technique. Hypothesis testing in this research uses a different test (Independent Sample T-Test). The research results found that peer counseling using the health belief model approach was effective in increasing maternal knowledge, attitudes about the success of exclusive breastfeeding (p-value 0.00) and the achievement of exclusive breastfeeding.*

**Keywords :** Peer counseling; health belief model; exclusive breastfeeding

## 1. INTRODUCTION

Babies aged 0-6 months are required to be given exclusively breast milk (ASI) without being given additional food, drinks or fluids except vitamins and medicine. This is due to the many benefits of breast milk for children and infants (1)(2). Children who are exclusively breastfed tend to have better cognitive abilities and are at lower risk of experiencing overweight/obesity and non-communicable diseases as adults. Breast milk can protect babies from common, respiratory and diarrheal diseases. This is because the nutrient composition of breast milk contains antibodies. Exclusive breastfeeding also provides benefits for mothers, because they tend to have a low risk of developing breast and uterine cancer (3)(4).

SSGI 2021 shows that around 48% of babies aged < 6 months do not receive exclusive breast milk and only around 52.5% of children aged 6 - 23 months receive complementary breast milk foods that are diverse in terms of food groups (4). Data from 2018 was only 37.3% of the prevalence of exclusive breastfeeding and in 2019, the Directorate of Nutrition Development of the Indonesian Ministry of Health targeted 50% and 80% for coverage of IMD and exclusive breastfeeding (5).

Apart from IMD, several other factors are the mother's knowledge about exclusive breastfeeding in a holistic manner and family support in general and husband's support in particular. The mother's lack of/low knowledge about breast milk results in the failure of giving exclusive breast milk and there is still a belief that if the baby is only given breast milk, the baby will not be full and mothers and families are still found to be influenced by formula milk (5)(6). One of the inhibiting factors for the success of exclusive breastfeeding is the irresponsible promotion of breast milk substitute products (formula milk) (4).

Initial survey results found that Cinta Damai Village, located in Percut Sei Tuan District, Deli Serdang Regency, is one of the villages that is included in stunting locus (special location) status. The success rate for exclusive breastfeeding is also recorded to be low in babies under 6 months of age. The results of interviews with 3rd trimester pregnant women and postpartum mothers were 10 people who wanted to successfully provide exclusive breastfeeding. Often receive counseling about breastfeeding, but it is still found that mothers lack knowledge about exclusive breastfeeding. It was also stated that the material received was sometimes repetitive or similar topics were not continuous material, the media and methods used were less interesting. Five mothers who felt they needed counseling speakers were mothers who had already successfully provided exclusive breastfeeding, so they would be more comfortable asking further questions about how to increase breast milk production, solving problems that are often encountered.

Research Urgency, the low coverage of the success of exclusive breastfeeding is caused by the lack of good behavior of mothers in the success of exclusive breastfeeding which is characterized by: the majority of mothers' knowledge in efforts to successfully provide exclusive breastfeeding is still not good. Apart from being caused by poor behavior, the technique of providing information used is still very monotonous, as well as the media, so it can influence the mother's desire to take part in activities and hinder the acceleration of absorption of the information that will be provided. However, it is still necessary to solve the problem, namely holistic and continuous education using methods and media, through peer counseling and activities that provide not only information about exclusive breastfeeding but also the methods used by colleagues to increase breast milk production. The activities carried out will increase breastfeeding self-efficacy which

will be directly proportional to good behavior to make exclusive breastfeeding a success.

Based on this background, researchers are interested in conducting research with the title the effectiveness of peer counseling education using the health belief approach, a successful model of exclusive breastfeeding. The formulation of the problem in this research is whether peer counseling education using the health belief model approach is effective in the success of exclusive breastfeeding?

## 2. METHOD

This type of research is quasi-experimental with a Nonequivalent Control Group Design approach. The aim of this research is to analyze the effectiveness of peer education using the health belief model approach on the success of exclusive breastfeeding.

This research was carried out in Cinta Damai Village, Percut Sei Tuan District, Deli Serdang Regency, which is a stunting locus village. This research was carried out from May to August 2023. The population in this study was all 26 mothers who were breastfeeding babies less than 6 months old. The sample in this study were all mothers who were breastfeeding babies less than 6 months old in Cinta Damai Village (total sampling).

The control group was a group of breastfeeding mothers who were given health education using leaflets, totaling 13 people. The intervention group is a group of respondents who were given education by peers (peer education) using the health belief model approach. The intervention group consisted of 13 people. The intervention group will be divided into small groups where each small group consists of 5-7 people. So the intervention group consists of 2 small groups consisting of 2 peers (peer educators) as educational sources. Hypothesis testing in this research uses a different test (Independent Sample T-Test), used for

hypothesis analysis from two groups of data that are not paired with each other.

## 3. RESULT

### 1. Characteristics of respondents based on age, education and occupation in Cinta Damai Percut Sei Tuan Village

**Table 1 Characteristics of respondents based on age, education and occupation in Cinta Damai Percut Sei Tuan Village**

No	Karakteristik	Jumlah	Persentase
1	Usia		
	<20 tahun	3	12
	20-30 tahun	17	65
	>30 tahun	6	23
<b>Total</b>		<b>26</b>	<b>100</b>
2	Pendidikan		
	Pendidikan dasar (SD-SMP)	6	23
		17	65
		3	12
	SMA Perguruan tinggi		
<b>Total</b>		<b>6</b>	<b>100</b>
3	Pekerjaan		
	IRT	14	54
	Wiraswasta	5	19
	Pegawai swasta	5	19
	PNS/Polri	2	8
<b>Total</b>		<b>6</b>	<b>100</b>

From table 1, it is found that the majority of respondents are aged between 20-30 years (65%), the majority's last education is at high school level (65%) and only 12% are at PT level. The research results also show that the majority of respondents are housewives (54%).

## 2. Effectiveness of Peer Counseling Education using the Health Belief Model Approach on Mothers' Knowledge about the Success of Exclusive Breastfeeding

**Table 2 Analysis of the Effectiveness of Peer Counseling Education using the Health Belief Model Approach on Mothers' Knowledge about the Success of Exclusive Breastfeeding**

Pengetahuan		Post test						P-value
		Kurang		Baik		Total		
		F	%	F	%	F	%	
Pre test	Baik	1	4	16	64	17	65	0.00
	Kurang	0	0	9	35	9	34	
	Total	1	4	25	96	26	100	

The research results shown in table 2 showed that peer counseling using the health belief model approach effectively increased mothers' knowledge about the success of exclusive breastfeeding (p-value 0.00). The research results found that before the research the majority of respondents had poor knowledge (65%) and only 34% had good knowledge. However, after peer counseling education was carried out, there was an increase in knowledge to the majority having good knowledge (96%) and only 1 person still had poor knowledge.

## 4. DISCUSSION

The research results showed that there was a significant change in knowledge in mothers who received peer counseling education. The research results shown in table 2 showed that peer counseling using the health belief model approach effectively increased mothers' knowledge about the success of exclusive breastfeeding (p-value 0.00). The research results found that before the research the majority of respondents had poor knowledge (65%) and only 34% had good knowledge. However, after peer counseling

education was carried out, there was an increase in knowledge to the majority having good knowledge (96%) and only 1 person still had poor knowledge.

The research results showed that there were significant changes in attitudes in mothers who received peer counseling education. The research results shown in table 3 showed that peer counseling using the health belief model approach was effective in increasing mothers' attitudes about the success of exclusive breastfeeding (p-value 0.00). The research results found that before the research the majority of respondents had a negative attitude (76%) and only 24% had a positive attitude regarding the success of providing exclusive breastfeeding. However, after peer counseling education was carried out, there was a change in the mother's attitude, with the majority being positive (96%) and only 1 person still having a negative attitude.

Behavior is shaped by a person's knowledge, attitudes and actions. Knowledge is formed by stimuli including material and/or other objects. The existing stimulation causes a response to produce a

positive attitude and can result in an action towards the stimulus or object. However, if the resulting response does not coincide with a positive attitude, the resulting behavior will be short-lived and will not last long (1).

This research is also supported by Zakariya's (2017) research that there was a significant increase in mothers' knowledge and attitudes after providing health education using audiovisual media. This is in line with research by Cook-Walace at all (2018) which stated that there was an increase in mothers' self-confidence and behavior after being given education using video media after 6 months of administration. In the activity control group, negative attitudes towards exclusive breastfeeding were still found (2).

Suiraka and Supriasa (2012) stated that a person's ability to remember things depends on how they receive information. It was recorded that a person's ability to remember something based on what he heard was only 20%, based on what he saw, students were able to remember it by 50%, compared to what they heard. being heard, seen and directly involved produces memory of up to 80% of what is heard, seen and directly done (3).

Azwar (2011) in his theory, several factors that can influence attitudes are knowledge, culture, experience, the influence of other people who are considered important, mass media, educational institutions/religious institutions, and emotional factors. The assumption of educational research provided using animated videos is that it is effective in improving mothers' attitudes about exclusive breastfeeding because the material is packaged attractively, not only is it readable but there are moving images, so that respondents quickly digest the material provided (4).

This is in line with research by Cook-Walace at all (2018) which stated that there was an increase in mothers' self-confidence and behavior after being given education using video media after 6 months of administration. In the activity control group, negative attitudes towards exclusive breastfeeding were still found. Effectiveness of Peer Counseling Education using the Health Belief Model Approach to the Success of Exclusive Breastfeeding (5). Efforts made to disseminate information about exclusive breastfeeding targeting couples of pregnant women, postpartum mothers, and breastfeeding mothers can increase mothers' confidence and success in providing exclusive breastfeeding (6)(7).

## 5. CONCLUSION

Peer counseling education using the health belief model approach is effective in the success of exclusive breastfeeding ( $p$ -value  $< 0.05$ ).

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