

**INTENTION TO EXCLUSIVE BREAST FEEDING
AMONG PREGNANT WOMEN IN NORTH MINAHASA,
INDONESIA**

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ABSTRACT

A cross-sectional descriptive study was conducted among 350 2^d trimester pregnant women in North Minahasa, Indonesia. The objective was to understand the intention to exclusively breast feed among pregnant women and its related factors. Data were collected from January 21 to February 18, 2005 by using a simple random sampling method.

The research instrument was a self administered structured questionnaire, which consisted of 66 questions covering the content of objectives. Content validity and reliability measurement were calculated before being used. Descriptive statistics were used to describe the basic information, Chi-square test was performed with significant level set at p-value = 0.5.

Intention to exclusively breast feed among women in this study area was 35.4 %. This study found that the relationship between previous maternal experiences regarding exclusive breast feeding were significantly associated with intention to exclusively breast feed (p-value 0.042). There was no significantly association between maternal age, education, financial status, race, parity, living area, confidence on breast feeding, perceived susceptibility and severity, perceived benefits and barriers, cues to action and intention to exclusively breast feed among pregnant women in this study area.

The fact that women who have previously breast fed are more likely to intend to breast feed emphasizes the need to support and encourage breast feeding in first time mothers and indicates the importance of previous experience on future behavioral intention.

KEY WORDS : INTENTION / EXCLUSIVE BREAST FEEDING / PREGNANT / WOMAN

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