

Evaluation of the acceptance of an E-reader-based breast-feeding education program by rural Tanzanian women

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Introduction: Breast-feeding helps protect infants world-wide against major causes of morbidity and mortality. The World Health Organization recommends exclusive breast-feeding until 6 months and up to 2 years of age or beyond (1). Breast-feeding education has been shown to improve breast-feeding rates by mothers (2,3,4,5,6,7). E-reader based technology has increasingly been used to provide education in sub-Saharan Africa and has several advantages over printed material in areas of low literacy. E-readers can be loaded with videos demonstrating appropriate breast-feeding techniques and may supplement and augment standard breast-feeding education in antenatal women.

Specific Aim: We aim to assess the acceptance of E-reader breast-feeding educational videos by Tanzanian women at the Ilula Lutheran Hospital Reproductive and Child Health (RCH) Clinic

Methods: Twenty Kindle E-reader devices will be loaded with short 10 minute Swahili-language based breast-feeding educational videos. All antenatal mothers presenting to the Ilula Lutheran Hospital and outreach clinics will be invited to watch these videos as part of routine antenatal care. Mothers will then be asked to fill out a survey rating the usefulness and acceptance of the breast-feeding educational videos

Analysis: We anticipate that nearly 100 pregnant women will be able to watch educational breast feeding videos during the 6 week January-February 2018 Ilula Global Health Educational Rotation. Women will be invited to participate by nurses attending the RCH clinic. After watching the videos, women will be asked to complete a brief 3 question survey, written in Swahili, rating the usefulness of the videos and attitudes toward breast feeding. Surveys will be collected and analyzed. If E-reader based education acceptance is high, this could allow future studies on the impact of this educational modality on increasing breast-feeding initiation and duration by Tanzanian women.

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