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## Research Article

### A study on impact and outcomes of clinical pharmacist in assessment and improvement of kap (knowledge, attitude, practice) in safe and effective practices of breast feedings among pregnant women in obstetrics and gynaecology department

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Article History	Abstract
Received on: 25-03-2019 Revised on : 12-04-2020 Accepted on : 12-05-2020	The Present study was conducted in order to study the Role, Impact and outcomes of Clinical Pharmacist in assessing and improving KAP (Knowledge, Attitude, Practice) in safe and effective practices of breast feedings among Pregnant women in Obstetrics and Gynaecology departments. It is designed as Prospective, observational and interventional study which was conducted for a period of 3 months (from December 2019 to February 2020) with 357 People in ESI Hospital, Bangalore, and Karnataka, India. People with and aging above 18 years and are confirmed as positive for pregnancy and who are willing to participate in the Present Study were included and People who are not willing to participate in the Present Study were excluded. necessary information for statistical analysis was collected through Personal Interviews and Counselling Forms and Feedback Back forms on leaflets .Microsoft excel was used to record and calculate the data of Recruited Subjects in the present study and mean while Descriptive Statistics like Mean, Standard Deviations were used. 354 out of 357 of 99.15percent out of 100 expressed their positive feedbacks after counselling's and P-Value was calculated by using Prism Graph Pad Software which is 0.001 which states the present study is highly significant . In India there is lack of proper guidance regarding counselling's for safe and effective breast feeding practices among pregnant women. So as a responsible health care professional I took it as responsibility to create awareness among them by advanced counselling tips and practices. I definitely hope that the present study will also trigger and acts as catalyst for future researchers to carry out the research towards the present issue.
<b>Keywords</b> Pregnant women, Clinical Pharmacist, KAP (Knowledge, Attitude, Practice), Prism Graph Pad, Obstetrics and Gynaecology department.	
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## Introduction

Proper good nutrition during infancy as well as early childhood is essential for ensuring the overall growth, health, and development of children [1], And It has been Proved and recognized through worldwide that breast feeding is a Power full tool that is beneficial for both the mother as well as to the child, where as the breast milk is considered as the best source of nutrition for an infant/child [2]. Power full tools that The World Health Organization (WHO) states that infants should be breastfed for the first six months along with complementary foods for up to two years of age [3]. And Exclusive breastfeeding is defined as the practice in which infants receives only breast milk , other liquids not even water, tea, herbal preparations, or food during the Periods of first six months of life except vitamins, mineral supplements, or medicines [4]. The major advantage involved in breastfeeding from 4 to 6 months involves in reduction of morbidity due to gastrointestinal infection<sup>5</sup>. However, many scientists as well as researchers are questioning and several studies Proved that mothers finds difficulties to meet personal goals and to adhere to the expert recommendations for continued and exclusive breastfeeding despite increased rate of initiation [7]. Some of the major factors that affect exclusivity and duration of breastfeeding include breast problems such as sore nipples or mother's perceptions that she is producing inadequate milk<sup>4, 8, 9</sup>; employment and length of maternity leave which comes under societal barriers<sup>9</sup> Lack Of breastfeeding knowledge <sup>8</sup> lack of guidance and encouragement from health care professionals, lack of societal and familial support [2, 9].

## Aim

To study the Role, Impact and outcomes of Clinical Pharmacist in assessing and improving the KAP (Knowledge, Attitude, and Practice) in safe and effective practices of breast feedings among pregnant women in Obstetrics and Gynaecology departments.

## Objectives

The main objectives of the present study include the following:

- To assess the Role, Impact, of Clinical Pharmacist mediated counseling in assessing KAP (Knowledge, Attitude, Practice) in safe practices of breast feedings among Pregnant women.
- To create awareness among pregnant women in promotion of safe and effective breast feedings and in prevention of drug effects to new born babies.
- Providing advanced Counseling tips to pregnant women how to overcome and prevent health complications during breast feeding practices.

## Methodology

### Study Design

The Present Study is designed as Prospective, observational and interventional study.

## Study Period

The Present study was conducted for a period of 3 months (from December 2019 to February 2020).

## Study Site

The Present study was conducted in ESI Hospital, Bangalore, and Karnataka, India.

## Sample Size

357 People.

## Source Of Data

All the required data for the Statistical Analysis of present study was collected from patients through personal interview and Counselling Forms and Feedback Back forms on leaflets.

## Inclusion Criteria

People with and aging above 18 years and are confirmed as positive for pregnancy and People who are willing to participate in the Present Study.

## Exclusion Criteria

People who are not willing to participate in the Present Study.

## Method Of Collection Of Data

All the patients who are satisfying the inclusion criteria were selected from ESI Hospital, Bangalore, and Karnataka, India. After thoroughly explaining the process involved in study methodology to all subjects who are included in the present study necessary information for statistical analysis was collected through Personal Interviews and Counselling Forms and Feedback Back forms on leaflets that are used and provided to subjects during the study.

## Statistics

Microsoft excel was used to record and calculate the data of Recruited Subjects in the present study and mean while Descriptive Statistics like Mean, Standard Deviations were used. P-Value was calculated by using Prism Graph Pad Software.

## Results And Discussion

Tab1: Distribution of Female Patients both in Obstetrics and Gynaecology Departments of an ESI Hospital:

State Of Preganacy	Number	Percentage
First trimester	54	15.1260
Second trimester	29	8.1232
Third trimester	48	13.445

Breast feeding less than 12 months of birth	80	22.408
Breast feeding 12-24 months of birth	56	15.686
Breast feeding 2-3 years of birth	68	19.047
Breast feeding 3-4 years of birth	22	6.1624
Total =	357	100

The above table represents the a total of 357 patients state of pregnancy along with number and percentages as follows 54 patients are in first trimester with percentage of 15.1260, 29 patients are in second trimester with percentage of 8.1232, 48 patients are in Third trimester with percentage of 13.445, 80 patients are with Breast feeding less than 12 months of birth with percentage of 22.408, 56 patients are with Breast feeding 12-24 months of birth with percentage of 15.686, 68 patients are with Breast feeding 2-3 years of birth with percentage of 19.047, 22 patients are with Breast feeding 3-4 years of birth with percentage of 6.1624.

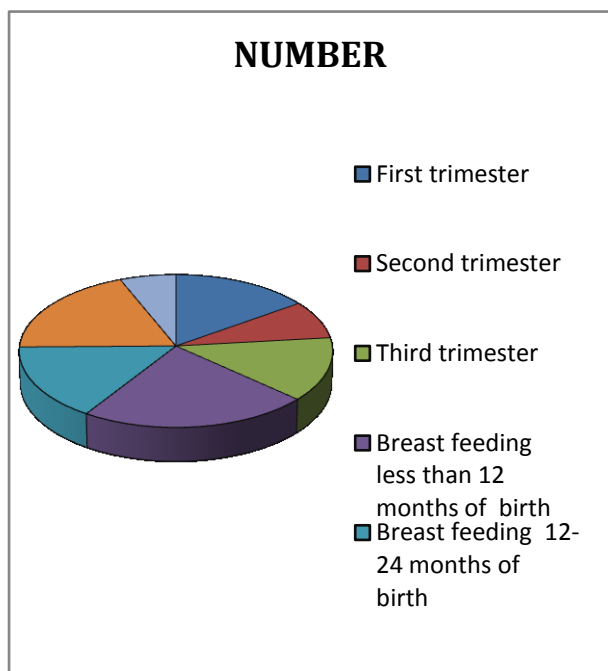


Fig 1: Showing the number of Distribution of Female Patients both in Obstetrics And Gynaecology Departments of an ESI Hospital.

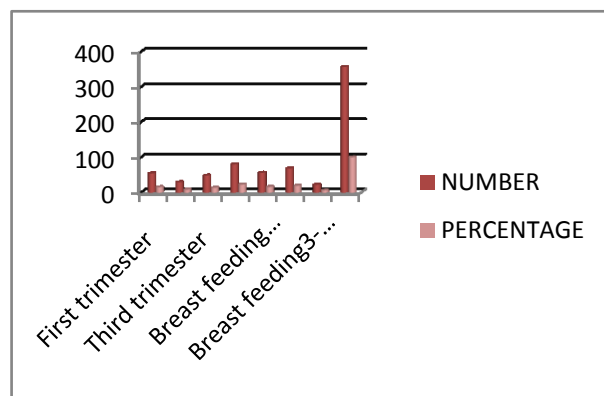


Fig 2: Showing the number as well as percentage Distribution of Female Patients both in Obstetrics and Gynaecology Departments of an ESI Hospital

Tab 2: Showing Literacy Wise Distribution of Population Female Patients both in Obstetrics And Gynaecology Departments of an ESI Hospital.

S.No	Literacy Status	Number	Percentage
1.	LITERATES[L]	96	26.890
2.	ILLITERATES[ILL]	263	73.669
3.	TOTAL[L+ILL] =	357	100

The above table represents the a total of 357 Female patients Literacy Wise Distribution both in Obstetrics and Gynaecology Departments of an ESI Hospital stating 96 patients with percentage of 26.890 were literates and 263 patients with percentage of 73.669 were found as illiterates.

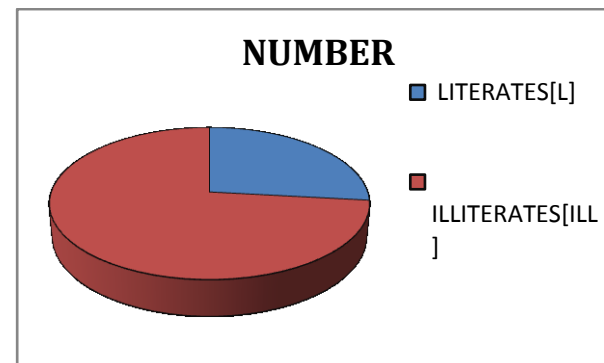


Fig 3: Showing the number of Literacy Wise Distribution of Population Female Patients both in Obstetrics and Gynaecology Departments of an ESI Hospital

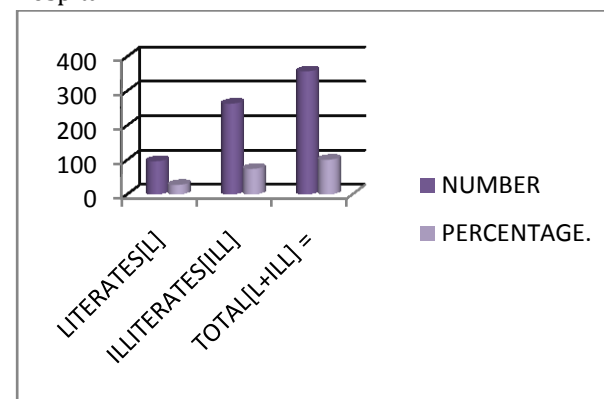


Fig 4: Showing the number as well as percentage of Literacy Wise Distribution of Population Female Patients both in Obstetrics and Gynaecology Departments of an ESI Hospital

Tab 3: Representing the Number of Female Patients Both in Obstetrics And Gynecology Departments of an ESI Hospital with Positive Feed Back after Counseling of Safe Practices of Breast Feedings

Number Of Patients In Obstetrics And Gynaecology With Positive Feed Back	Percentage Of Number Of Patients In Obstetrics And Gynaecology With Feed Back
354 Out Of 357	99.15percent Out Of 100

The above table shows 354 patients out of 357 (99.15percent out of 100) were with positive feedback of the counselling P -VALUE: The P-VALUE is 0.001 which states the present study is highly significant.

### CONCLUSION

The Present study concluded that Clinical Pharmacist is the specialized person who will have strong enough good professional skills in providing advanced counselling services by which they can minimize complications and promote safety effectiveness of drug treatments along with they can plays an important role in improvement of quality of life which in turns leads to development of overall health care of patients particularly for Pregnant Women in India there is lack of proper guidance regarding counselling's for safe and effective breast feeding practices. So as a responsible health care professional I took it as responsibility to create awareness among them by advanced counselling tips and practices. I definitely hope that the present study will also trigger and acts as catalyst for future researchers to carry out the research towards the present issue.

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