

RELIGIOUS VALUES APPROACH AND FAMILY SUPPORT (FS) OF BREASTFEEDING CAMPAIGN

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Abstract

Breastfeeding is proven to bring benefit for health, grow and development of babies. Despite of this, breastfeeding is not widely practiced in community and receives less support from government and health workers. This is due to several factors including myths and beliefs around breastfeeding; lack of information available on benefits of breastfeeding; very little support from family and workplace for an exclusive breastfeeding practices and assistance from health workers to mothers on importance of Early Initiation of Breastfeeding (IMD). Basic Health Research (2010) showed that exclusive breastfeeding behavior in Indonesia only reached 27.2%. This is much lower than government' aim to reach 80% by 2014. Even the government has issued a Regulation Exclusive Breastfeeding number 33/2012.

Aisiyah as an Islamic women organization in Indonesia conducted campaigns in poor communities to increase breastfeeding practices. Poor communities lack of access on information of breastfeeding practices and immediate breastfeeding (IMD). Aisiyah have been commitment to support breastfeeding practices and immediate breastfeeding for the better life of children on future. The campaigns were developed based on study to develop appropriate campaign messages and strategies. This paper presents finding of the evaluation of the Aisiyah campaign. The methodology used was descriptive and the data collection was In depth Interview and Focus Group Discussion (FGD). Informants of In depth Interview are housewives that have babies, health cadre in communities and health worker. The participants of Focus Group Discussion (FGD) are housewives that have babies and their families. The evaluation found that the biggest challenge for breastfeeding practices was strong beliefs and myths uphold by women and their families. As well as of implementation Regulation Exclusive Breastfeeding number 33/2012. New strategies are needed to change behavior, there are inserting Islamic values in campaign messages on immediate breastfeeding practices, exclusive breastfeeding practices and health workers to provide assistance for women on immediate breastfeeding.

Keywords: breastfeeding, campaign, behavior change communication, religious values, family support

Introduction

Health is basic right for every citizen. Target of quality reproductive health in Indonesia not yet in a good figure. One indicator to refer the condition is breastfeeding and immediate breastfeeding. Refer to the World Breastfeeding Trends Initiative 2012, Indonesia was ranked 49 of the 51 countries that support practice breastfeeding. Even Ministry of Health (MoH) set a target of breastfeeding coverage 80 % on 2014. In fact, mothers who practices breastfeeding was reached 27.5%.

One of the problems to achieve target of practice breastfeeding and Early Initiation of Breastfeeding (IMD) are most mother have not informed about breastfeeding and IMD. Other factor is hereditary culture to feed food for baby although the baby still one month years old. If baby is hungry and crying is considered to feed food other breastfeeding. To practice immediate breastfeeding and breastfeeding are also needed supporting by health care institutions, families, and communities to improve achievement of breastfeeding and Early Initiation of Breastfeeding (IMD).

Based on 'Aisyiyah need assessment did, breastfeeding problems associated to mothers as subjects; namely the subjective conditions the mother (maternal psychological) after childbirth. Mother condition still weak and tired, mother has to practice immediate breastfeeding. While mother feel the worry and anxiety because breastfeeding practice couldn't run well. Other barriers of breastfeedingis lack of nutrition. It cause less of production and quality of breastfeeding. In addition, the low coverage breastfeeding is also caused by lack of understanding of management breasfeeding while mother work outside and leave her baby. These conditions will be more difficult when her company does not provide facilities and time to do breastfeeding.

Other findings due to access information of breastfeeding services are (1) lack of socialization immediate breastfeeding and breastfeeding by health workers to pregnant women, lactating mothers and their families (2) Lack of facilities for nursing mothers in public space including in the work place for

practicing breastfeeding. (3) Lack of space breastfeeding counseling and human resources which have competence to be breastfeeding counselor. Although the government already has policy related to ASI (breastfeeding) namely Government Regulation No. 33/2012 on Breastfeeding, and the Regulation of Minister of Health of breastfeeding; but the implementation is still low.

Family support is an important factor to support for breastfeeding success. Husband must be understood that the obligation to care their children. Domestic duty is not just the responsibility for woman, but also for husband. Therefore, husband should get education and information of how to care the children. Husband have pay attention to maternal nutrition for her wife. When her wife is busy doing domestic tasks, so her contacting with her baby is more rare. The condition cause the production of breastfeeding less. Husband should be participate care his baby including massage oxytocin do to help smooth breastfeeding for their baby.

Associated with the problems of low coverage of breastfeeding in Indonesia, 'Aisyiyah as women wing organization of Muhammadiyah since existing on 1917 committed to empowering people and one of them is to encourage the fulfillment of the rights of the mother and child health. This is including encouraging behavior to practicing breastfeeding and immediate breastfeeding. This commitment as part of Aisyiyah to build a new civilization that is more friendly to women and children as an enlightenment movement. One strategy undertaken enlightenment movement is a movement that is based on the community as part of 'Aisyiyah action for spreading Islamic values of *rahmatanlilalamin*.

Breastfeeding campaign by 'Aisyiyah has started since the early days of standing, precisely in Congress 'Aisyiyah in Minangkabau 1930 which was attended by the delegates 'Aisyiyah in Indonesia with the Congress Babies. In Congress 'Aisyiyah campaign the importance of breastfeeding for babies. 'Aisyiyah committment against maternal and child health, made the Congress Baby routine activities that were held in each of Congress' Aisyiyah. Baby Congress activity is not only held in a big event, but also held up at the branch level (village) so that more mothers get education on children's health.

'Aisyiyah campaign on the health of mothers and children, including breastfeeding movement continues in various forms of activities in the community and through the charitable efforts of health 'Aisyiyah until to day.

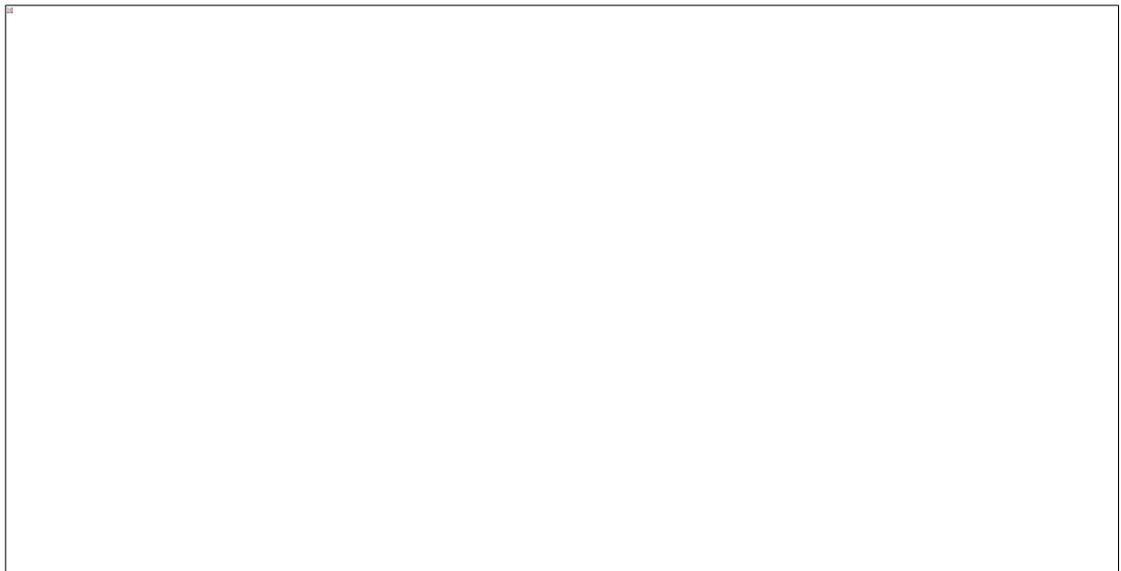
Theory Framework

Social marketing is one of the strategies undertaken by nonprofit organizations such as Aisyiyah in order to influence the public or target group that voluntarily want to change its behavior as expected. This behavior change would be beneficial for himself, groups and the community at large. The social marketing offer is the idea or ideas. The concept of ideas is an implementation of the values contained in the organization. As well as the marketing concept for profit organizations, social marketing will face fairly complex changes in society; either change cultures, change values or change in technology. Therefore, a social marketing must be well planned, starting with good research data, planning so that social marketing activities can be managed properly. Andreasen dan Kotler (2003) explain that social marketing aims at changing social behaviors, not to benefit the marketer but to the benefit the target audience and the general society. Social marketing is characterized by a focus on behavior as the bottom line and the customer centred.

So social marketing advantages does not only exist in the changed behavior of individuals or organizations as agents that encourage behavioral change; but the impact is ultimately the general public. The impact of social marketing is expected to encourage social change in a society is better, more positive, and ultimately improve the quality of life. Therefore, the management of social marketing program must be well planned related to target audience, messages will be delivered as well as the media used. To clarify this concept of social marketing for profit organizations and non-profit organizations, I lists the differences between non-profit organizations with profit organization Renata

(2008: 4), as follows:

Table 1



To explain of how social marketing or breastfeeding campaign in ‘Aisyiyah, I use of diffusion and innovation theory. This theory introduced by Everett Roger (1962,1983, 1995) he addresses of diffusion and innovation theory as how new ideas, concepts, or practices can spread within a community or “society or from one society to another” (National Cancer Institute and National Institutes of Health, 2002, p. 226) in Renata (2007:33). The overall premise of this theory is that change occurs over time and is dependent on the

following stages (Rogers, 1962, 1983, 1995; Waisbord, 2001; Health Communication Partnership, 2005b) *ibid* (2007:34) are :

1. Awareness
2. Knowledge and interest
3. Decision
4. Trial or implementation
5. Confirmation or rejection of the behavior

Renata stressing that (2007:34-35) the major contribution of the theory is its early audience segmentation model, which supports the importance of looking at intended audiences as a complex puzzle of different subgroups, stages, and needs that should be considered in developing communication messages and activities. Finally, the individuals' stage model provides a perspective on the time and the external conditions that are needed to achieve behavioral or social change. It is a useful tool in thinking about the levels of awareness, knowledge, and interest among target groups (Health Communication Partnership, 2005b). It is also a valid reminder that continuing to engage innovators and early adopters or their representatives in program planning and evaluation is essential to program sustainability as well as to the involvement of larger segments of the intended population in accepting and adopting innovative behaviors or social practices. Further, for analyze of why people participate or not participate in the program, I will refer of Health Belief Model (2007 : 36-40). The health belief model (HBM; Becker, Haefner, and Maiman, 1977; Janz and Becker, 1984; Strecher and Rosenstock, 1997) was originally intended to explain why people did not participate in programs that could help them diagnose or prevent diseases (National Cancer Institute and National Institutes of Health, 2002). The major assumption of this model is that in order to engage in healthy behaviors, intended audiences need to be aware of their risk for severe or life-threatening diseases and perceive that the benefits of behavior change outweigh potential barriers or other negative aspects of recommended actions.

Edward Maibach (1995: 41) explains that there are two factors influence

individual behavior is personal factors consisting of knowledge, skills, self-efficacy, outcome expectations and personal goals; whereas environmental factors, namely social, institutional and physical. The views of the prerequisites of health behavior change is the availability of infrastructure that supports behavioral change and their health information, then these two minimum conditions are met. The reality of behavior change in society has not happened. Furthermore, with regard to the stages of change this behavior, Sullivan in his book *Field Guide Designing Health Communication Strategy* describes the behavioral changes of the society; there are 6 phases (2003: 8)

1. Don't know: not aware of any problems or risks for their personal
2. Know: aware of the problem and determine the desired behavior
3. Agree: agree with the desired behavior
4. Interested: intends to personally perform the desired action
5. Practice: doing the desired behavior
6. Advocate: practice the desired behavior as well tell it to others.

Furthermore, to analyze how to support these families, the researchers analyzed it by using the concept of openness in interpersonal communication described by De Vito (1997: 259). The marital relationship is very important. There are few attitudes of openness, empathy being supportive, positive attitude, and equality creating meaningful interaction, honest, and satisfying. In interpersonal communication between husband and wife will be good, then the individual must be open to couples in whom to interact, the willingness to open up and provide information, and a willingness to acknowledge the feelings and thoughts that are owned, and also give an pay attention. Interpersonal communication is practicing in order to produce effective interpersonal relationships and cooperation could be improved, then we need to be open. The attitude of support (supportiveness) is one of the factors that drive the success of communication between two people. The attitude of support is an attitude that reduces the attitude of defensive communication that can occur due to personal factors such as fear, anxiety, and others that lead to interpersonal

communication will fail, because the defensive will be more to protect themselves from the threats addressed in the communication than to understand other people.

Research Methodology

This study uses a case study approach with a single case.. The goal is to gain a better understanding of a particular case. Researchers want to understand the intrinsic about the phenomenon, regularity and specificity of the cases studied (Agus Salim: 2001: 91-101). The data collection techniques are performed in-depth interviews, documentation and observation (Neuman, 2000: 277).

Finding and Discussion

Step for 'Aisyiyah Social Marketing

Social marketing 'Aisyiyah in breastfeeding issue, Early Initiation of Breastfeeding and Breastfeeding during for two years, as part of the core values of the organization who have concern for maternal and child health issues. To design social marketing programs and activities of this program, 'Aisyiyah did need assessment in some districts as like Pangkep district, South Sulawesi province, Tegal district, Central Java province, Lamongan and district Ngawi in East Java province. Need assessment focused on knowledge, attitudes and behaviors, barriers, myths of women childbearing of breastfeeding, Early Initiation of Breastfeeding (IMD) and breastfeeding during two years and how to access the information on the issues service providers as well as how to support families to practice breastfeeding, Early Initiation of Breastfeeding (IMD) and breastfeeding for 2 years. Results need assessment then becomes source for designing of social marketing programs; and determining target audience of social marketing programs.

Based on the results of need assessment has done then compiled a social marketing strategy planning on breastfeeding. Various communication interventions performed well on the individuals, groups, families and health care providers such as health centers in sub district, village health center and Aisyiyah Muhammadiyah polyclinic/health center. Refer to of social marketing concept, impact or advantages of this program just not for individuals but also on the welfare of society as a whole and the household; as in the following table :

Table 2

<i>Communication Intervention</i>	<i>Intermediate Outcomes</i>	<i>Behavior Outcome</i>
1. Promotion Mass media, interpersonal communication 2. Skills Building Instruction 3. Community Dialogue and Mobilization Groups, leadership, social networks	1. Individual (psychosocial) 1. Knowledge and skills 2. Beliefs 3. Values 4. Perceived Risk 5. Self-Image 6. Subjective Norms 7. Self-Efficacy 8. Emotions 9. Empathy/Trust 10. Social Influence	Hygiene • Personal • Household • Community

4. Advocacy Public services and resources	2. Household	
	1. Members' Support	
	2. Time allocation/chores	
	3. Community	
	1. Value for clean and healthy environment	
	2. Leadership and Activity	

To support behavior change communication (BCC), so the changing behavior of the service provider; and policies of facilities to support for behavior change is important or basic element. Therefore due to outputs to be achieve by 'Aisyiyah in breastfeeding social marketing, 'Aisyiyah set of intermediate outcomes are :

1. Women who have babies are practicing breastfeeding for 6 months, Early Initiation Breastfeeing (IMD) and breastfeeding for 2 years
2. Family (husband, mother in-laws and parents) to support his wife practicing breastfeeding for 6 months, and Early Initiation Breastfeeing (IMD) and breastfeeding for 2 years
3. Health providers are intensive campaing of breastfeeding for pregnant women, women whose babies, and their families.
4. Government provides room/space for breastfeeding counseling in health center and health provider have competence to be breastfeeding counselor

Conducting social campaign, 'Aisyiyah did communication strategies through develop cadres Aisyiyah at the village and district levels to conduct

education at the community level to pregnant women or women whose have infants under 2 years. 'Aisyiyah cadres besides educating women in productive ages, they also educate men group to support his wife practicing breastfeeding, IMD and breastfeeding for 2 years.

There are 3 messages related to breastfeeding is breastfeeding during the first 6 months of baby, IMD and breastfeeding for 2 years. Definition of breastfeeding is exclusive breastfeeding whereas infant receives only breastfeeding from mothers or caregivers without the addition of liquid (milk formula, honey, water) or other solid foods (bananas, biscuits, porridge strain) except syrup containing vitamin , mineral supplements or drugs during the first 6 months of a baby's life (WHO, 2006 & MOH, 2005). While the definition of Early Initiation of Breastfeeding (IMD) is a series of activities where the baby immediately after birth suckle on its own, in which the baby is allowed to actively seek her own nipples (not offered / assisted by the clerk to the nipple).

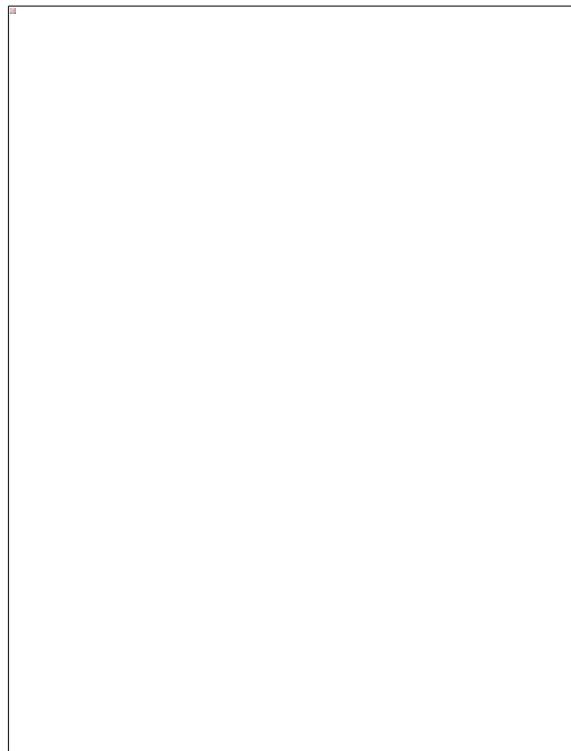
Social marketing approach undertaken by Aisyiyah through study groups and community forum. The motivator equipped with ASI messages using communication materials is a guide book for the motivator for the campaign, posters and flip chart.

Pendekatan Nilai Agama dalam Social Marketing

As socio-religious mass organizations, 'Aisyiyah that conducting programs and activities of social marketing using the messages by inserting religious values in the campaign for breastfeeding. To support activities 'Aisyiyah cadres at the community level, Aisyiyah developed of guidance material of breastfeeing that can be used as educational material to encourage behavior change among women practicing breastfeeding and practicing Early Initiation of Breastfeeding (IMD), breastfeeding during the first 6 months of baby and breastfeeding for 2 years. This handbook serves as a guide for the cadres in proselytizing enlightenment in society.

Before using book guidance, cadres explored any problems experienced of women did breastfeeding obstacles related to socio-cultural aspects, the level of understanding and management breastfeeding. The purpose to explore these problems in order to find appropriate strategies to encourage the practice of Early Initiation of Breastfeeding (IMD), breastfeeding during the first 6 months of baby and breastfeeding for 2 years. The following educational guide books ASI used by 'Aisyiyah cadres in breastfeeding campaign:

Picture 1



The material of guide book presented at community meeting and become the main key messages that should be delivered by cadres are:

1. Role and responsibilities of parents in child growth
2. Islamic view towards breastfeeding
3. The importance support from husband and family of breastfeeding

4. Early Initiation of Breastfeeding (IMD)
5. Exclusive Breastfeeding (0-6 Months)
6. Strategy of breastfeeding successful
7. Problems of breastfeeding
8. Relactation
9. Management Breastfeeding
10. Myths about breastfeeding

To encourage breastfeeding mothers practicing behavioral changes related to the messages ASI therefore one important message through religious values that should be delivered by the motivator is the Qur'an Surat an-Nisa verse 9, as follows:

And let fear (Allah) if people leave behind their weak children, they worry about the (welfare) them. Therefore, let them fear Allah and let them pronounce words correctly. (Qur'an, An-Nisa / 4: 9)

The message is expected to be understood by women who are muslims, that provide breastfeeding to their babies is one of the religious orders. The message contains teaching that one does not leave weak generation. So the women should be encourage to women for practicing breastfeeding. Islam values encourages mothers to practice breastfeeding because basically getting breastfeeding is the child rights. Once the importance of breastfeeding for baby so that in certain circumstances where the mother can not practice breastfeed for her baby, with through consultation with her husbands, women may choose to find someone who can breastfeed her baby. Islamic religion recommends that mothers make every effort to provide breastfeeding for breast-fed principle is the right of the child, as described in QS.al- Baqarah / 2: 233:

"The mother let suckle their children for two full years, that is for those who want to enhance the breastfeeding. And the obligation to feed and cloth the father to the mother by good way). Someone was not burdened but according to ability levels. No mother suffered misery for her son and a father for his son, and thus obliged heritage. If both want to wean (before 2 years) with the willingness of both and deliberations, there is no

blame on either of them. And if you want my son was breastfeeding by someone else then there is no sin on you if you give payment according to the worth, fear ye Allah, and know that Allah is Seer of what ye do. "

Other messages should be delivered by cadres in educating women is importance of breastfeeding for the baby to describe a teaching Islam through Hadith. Refer to the hadith was provide relief for women get previlage didn't fasting in Ramadan and they couldnot replace the fasting month of Ramadan outside, but they should be replace it with paying *fidyah*.

"Enes bin Malik, he said: Messenger of Allah has said: Verily Allah Almighty had freed half fasting and prayer for people who are traveling and freeing fasting of pregnant and lactating women." [HR. an-Nasa'i]

Here is a picture of how motivator to educate the community associated with breastfeeding problems by incorporating the values of Islam

Picture 2



Picture 3



Picture 4



In addition to communication material to educate women in communities level, 'Aisyiyah to create and distribute a poster in the mosque, public space dan forum Sakinah Aisyiyah (Balai Sakinah Aisyiyah). One of the posters explaining the importance of Early Initiation of Breastfeeding (IMD). A key message is based on the results of need assessment has been done where women usually throw away because the first breastmilk is considered nutritious because the color is transparent. Mothers also do not understand that the first breastmilk is important because the properties contain lots of protein and prevent infection. Coverage of IMD practicing very low. Therefore one message in this campaign is the importance of mothers practicing IMD.

Picture 5



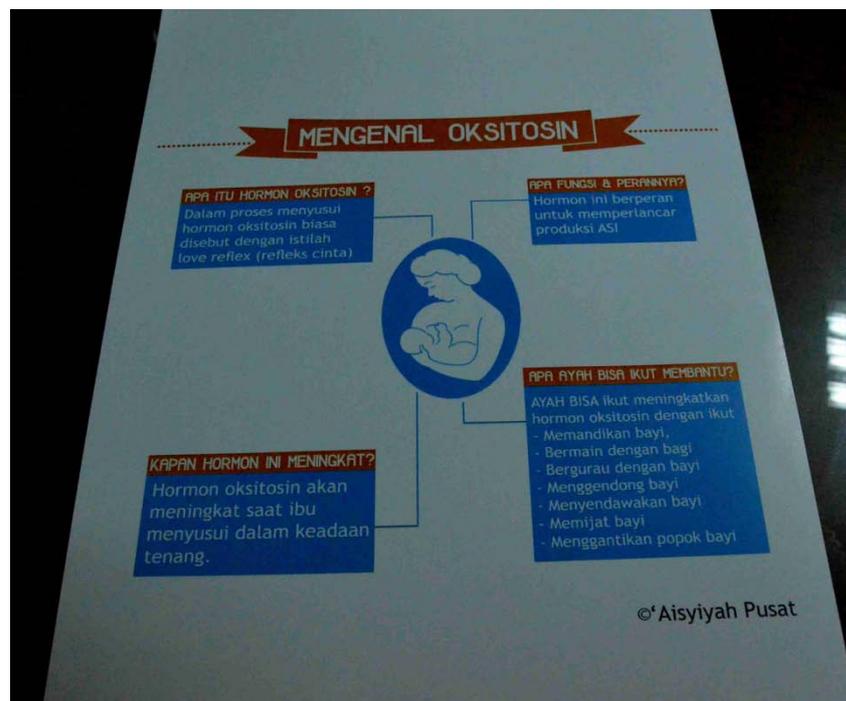
'Aisyiyah approach to religious values to educate practicing breastfeeding based on audience characteristic where most of them are muslim. Islamic values used as source to encourage women to make changes due to the behavior of religious values. Religious values is strong enough and believed in the community as one of the references for action and practicing. But in the campaign through counseling sometimes some cadres are not confident to deliver the messages. The reason is they perceived that they have no background of religious education. Insecurity communicator will certainly affect its credibility. Similarly, linked to the skills of cadres in communication; with messages that have been designed properly of the audience, but some of cadres lack of skills to apply the media and monotonous lecture method makes women sometimes do not listen to the enthusiastic cadre in the meeting forum.

Family Approach: Husband Supporting

Family supporting is an important factor in breastfeeding practicing. The family in this case is the husband, in-laws and parents. Therefore, it becomes very important, the husband must understand that the obligation to nurture and care for children is not only the responsibility of the mother, but family (husband). Husband should also get reproductive health education how to care for children.

Husband also should pay attention to maternal nutrition, and there should be cooperation in household task. When women is busy doing domestic tasks, then the possibility of contact with the baby is also less, thus breastfeeding practicing also less. Husband should be prepared and participate in the care of the baby. To encourage a husband to support his wife while in lactation, one of the important messages is the support of husbands to wives breastfeeding smoothly; with emphasis on oxytocin challenge message; as in the poster below:

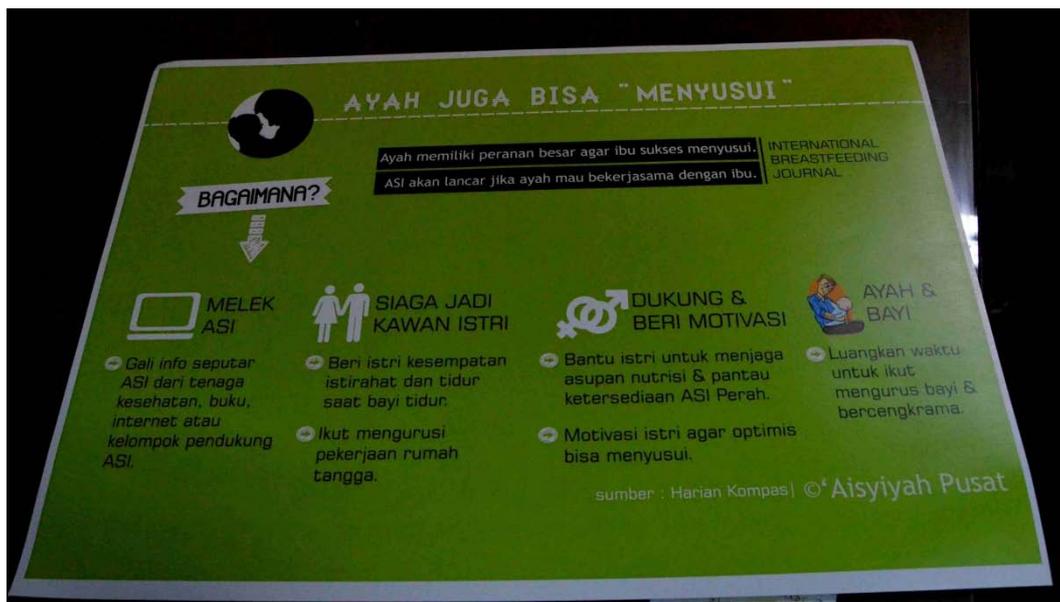
Picture 6



Atmosphere of tranquility women in breastfeeding is very important because it will increase the production of oxytocin that are beneficial for the baby. Husband had a role to help his wife to be issued oxytocin by way of massage. This condition can be achieved if couples have equal communication attitude, open, empathy. The husband and wife should be positioned as equal partners and is always doing positive communication so as to support his wife to breastfeeding properly. De Vito (1997: 259) emphasizes that interpersonal communication is very important between the husband and wife with some attitude, among others, openness, empathy being supportive, positive attitude, and equality creating meaningful interactions, honest, and satisfying. In

particular, in order to facilitate motivator in explaining how the support of her husband to the wife then 'Aisyiyah create posters that are used as educational materials in communities; as shown below:

Picture 7



In addition to some of the posters above; in the book materials used by the cadres there is a chapter about the *Importance of Family Support For Husband And Wife Breastfeeding*. In brief message to be conveyed in such material that the husband should treat his wife well, not hurt both physically and psychologically, and do not add to the burden of a wife being willing to share in household duties. Such behavior indicates that the husband has done charity. The husband to his wife's support will facilitate the role of mothers in breastfeeding, because breastfeeding women require peace of mind, confidence, nutritious food, and rest enough to maintain the quality of breast milk. In this regard, experts agree that 75% of breast-feeding failure is determined by factors of emotional / psychological.

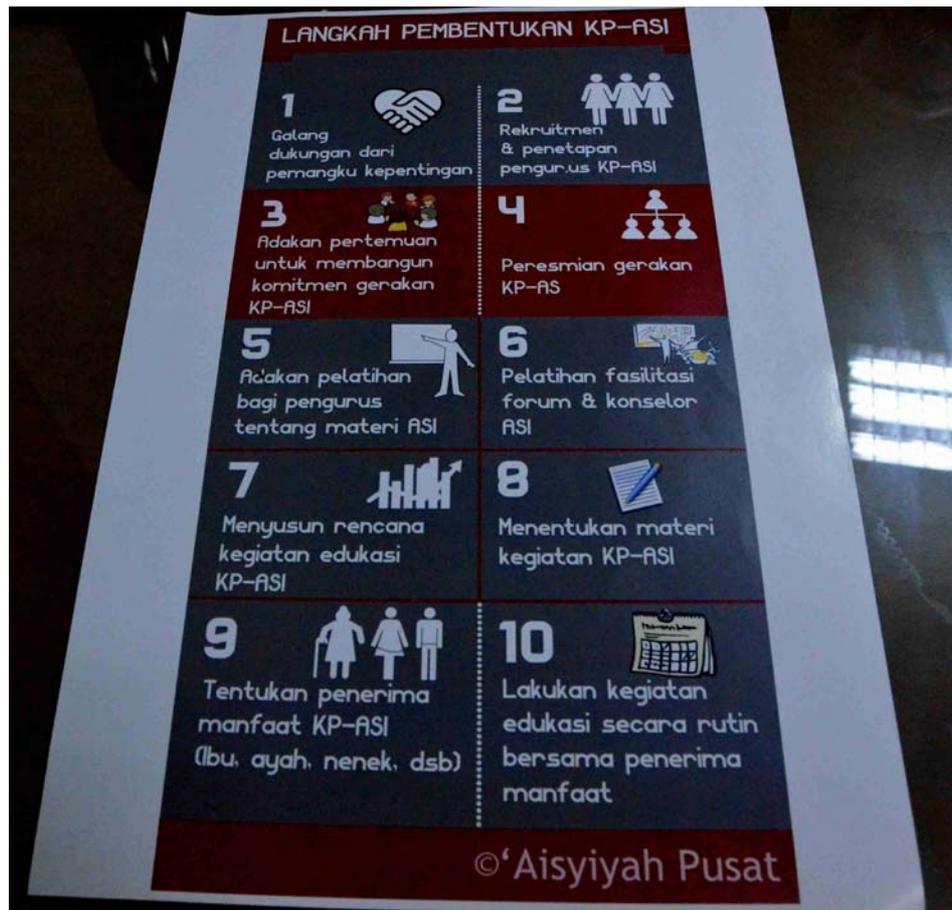
Islamic values into values that are important in social marketing activities

'Aisyiyah campaign to men/husband to support his wife breastfeeding practicing. One of the message associated with the obligation of the husband to his wife. The husband is also responsible enough material needs, such as a living, clothing, and other purposes as much as possible as the Lord's command in the letter al-Baqarah / 2: 233; as follows :

..and obligation to feed and clothe the father to the mother by way ma'ruf. Someone not burdened but according to ability levels. No mother suffered misery for her son and a father for his son.

In social marketing activities to encourage mothers changing their behavior for breastfeeding her baby, then cadres also encourage the establishment of breastfeeding support groups. As is known in the concept of behavior change policy support factors and infrastructure becomes an important factor; in addition to the communication materials campaigned intensively to the target audiences.

Picture 8



Conclusion

Social marketing activities carried out by 'Aisyiyah based on the vision and commitment of improving the quality of maternal and child health. Why is that, due to social marketing activities should always refer to the "organization values" and would have an impact on improving the welfare and changes in behavior change not only to individuals who become the primary audience but also the community. Approaches religious values and family, especially her husband became the approaches used for women to encourage behavioral change. This approach is appropriate because the target audience that the majority of Muslims; and believe in religious values as a reference in everyday behavior. Likewise with the approach of the family (husband); the concept of equality in relationships is a fundamental

behavior in building an equal and communications will drive the change in breastfeeding behavior. Husband is an agent that is important in supporting the wife's behavior changes for breastfeeding, IMD and breastfeeding for 2 years

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