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**ASSESS THE KNOWLEDGE AND ATTITUDE OF STUDENT  
NURSES REGARDING BABY FRIENDLY HOSPITAL  
INITIATIVES (BFHI) AT SELECTED COLLEGES IN VIEW TO  
DEVELOP INFORMATION BOOKLET**

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**Abstract**

**Background:**

The Baby-Friendly Hospital Initiative (BFHI), launched by WHO and UNICEF in 1991, promotes and supports breastfeeding as the optimal method for infant nutrition and survival. Centered on the Ten Steps to Successful Breastfeeding, it guides hospitals and maternity facilities to provide evidence-based care that encourages early initiation, exclusive breastfeeding for six months, and ongoing support for mothers. BFHI has contributed to improved breastfeeding rates, better infant nutrition, stronger mother-infant bonding, and progress toward achieving maternal and child health goals.

**Objectives:**

1. To assess the knowledge of student nurses regarding Baby friendly hospital initiative (BFHI) in selected colleges.

2. To assess the attitude of student nurses regarding Baby friendly hospital initiative (BFHI) in selected colleges.
3. To find out the association between knowledge and attitude of student nurses regarding Baby friendly hospital initiative (BFHI) with selected demographic variable.

#### Methods:

The study used an evaluative research approach with a descriptive research design to assess the knowledge and attitude of student nurses regarding the Baby-Friendly Hospital Initiative (BFHI) at selected colleges, aiming to develop an information booklet. The study population included student nurses, with a sample of 60 selected using non-probability purposive sampling. Data were collected using a structured knowledge questionnaire and a five-point Likert scale for attitude assessment. Inclusion criteria comprised male and female student nurses enrolled in G.N.M. and B.Sc.(N) programs who were available and willing to participate, while those unavailable, unwilling, or part of the pilot study were excluded. This methodology ensured systematic and reliable collection of data to evaluate students' understanding and perspectives on BFHI.

#### Results:

Among 60 student nurses, the majority were aged 21–25 years (42%), studying B.Sc Nursing (66%), from nuclear families (72%), male (55%), unmarried (92%), Hindu (58%), residing in rural areas (67%), and had not attended a BFHI program (62%). Assessment of knowledge showed that most students (37%) had good knowledge of BFHI, while 23% had average knowledge. Attitude assessment revealed that the majority (43%) had a neutral attitude, 15% had a favourable attitude, and 2% had an unfavourable attitude. No significant association was found between knowledge or attitude and demographic variables such as age, education, gender, religion, type of family, marital status, area of residence, or prior BFHI exposure ( $p > 0.05$ ). These findings highlight that student nurses generally possess satisfactory knowledge and a neutral attitude toward BFHI, independent of their demographic characteristics, underscoring the need for targeted educational interventions and training programs.

#### Conclusion:

The study revealed that the majority of nursing students possessed good knowledge regarding the Baby-Friendly Hospital Initiative (BFHI), although a notable proportion had only average knowledge. Attitude assessment showed that most students held a neutral attitude toward BFHI, with fewer demonstrating a favourable or unfavourable attitude.

**Keywords:** Assess, Knowledge, Attitude, Baby Friendly Hospital Initiative, Nursing students

#### INTRODUCTION

The **Baby-Friendly Hospital Initiative (BFHI)** is a global program launched by the World Health Organization (WHO) and UNICEF in 1991 to encourage and recognize hospitals and maternity facilities that offer optimal care for infant feeding. The initiative aims to promote, protect, and support breastfeeding as the best way to ensure infant health and survival. BFHI focuses on implementing the **Ten Steps to Successful Breastfeeding**, a set of evidence-based practices that support breastfeeding initiation and continuation. These steps emphasize

practices like immediate skin-to-skin contact, exclusive breastfeeding for the first six months, and providing mothers with the information and support they need to breastfeed effectively.<sup>1</sup> BFHI also works to ensure that hospitals and maternity facilities adopt policies that protect and promote breastfeeding and that they do not accept or promote the use of breast milk substitutes, bottles, or teats. The goal is to create an environment where breastfeeding is the norm and is supported by healthcare providers and the surrounding community.<sup>2</sup>

The Baby-Friendly Hospital Initiative is part of a broader global effort to reduce infant mortality and morbidity by improving early infant feeding practices. It supports the sustainable development goal of improving maternal and child health, and it has been associated with increased rates of exclusive breastfeeding, better infant nutrition, and enhanced mother-infant bonding.<sup>3</sup>

To reduce the infant mortality and morbidity rate UNICEF and WHO has launched BFHI in 1991. In Ankara to boost the breast-feeding practices. BFHI was launched, in 1992 India, is a part of innocent declaration on Brest feeding. Breast feeding is the best natural feeding and breast milk is the best milk. Breast feeding is the most effective way to produce a baby with a caring environment and complete food. It meets the nutritional as well as emotional and psychological needs of infants<sup>4</sup>.

Breastfeeding is universally recognized as the best form of nutrition for infants, offering both immediate and long-term health benefits for both the baby and the mother. The World Health Organization recommends **exclusive breastfeeding for the first six months** of an infant's life, followed by continued breastfeeding alongside appropriate complementary foods for up to two years or longer. Breastmilk is nutritionally complete, containing the right balance of fats, proteins, carbohydrates, vitamins, and minerals that infants need for optimal growth and development. It also contains antibodies that help protect the infant against infections and diseases.<sup>5</sup>

Breastfeeding has been shown to significantly reduce the risk of infant mortality, particularly in low-resource settings where access to safe drinking water and sanitation may be limited. Research has demonstrated that exclusive breastfeeding helps protect infants from infections such as diarrhea, pneumonia, and ear infections, which are leading causes of infant death globally. Furthermore, studies suggest that breastfeeding has long-term health benefits, including a reduced risk of obesity, diabetes, and certain types of cancers later in life.<sup>6</sup>

#### Need for the Study:

In addition to promoting exclusive breastfeeding, the Baby-Friendly Hospital Initiative works to create a broader societal change by influencing hospital policies, training healthcare providers, and encouraging communities to embrace breastfeeding as a cultural norm. The initiative has gained worldwide recognition and has been adopted in hospitals and maternity facilities across the globe, with over 20,000 facilities in more than 150 countries having earned the Baby-Friendly designation as of 2023.<sup>7</sup>

Breast feeding is important because it give best start for a healthy life to the baby. and has benefits for the health and wellbeing of mothers and babies. Exclusive breast feeding is recommended until babies are around 6 months of age. Breast feeding is a normal physiological

process However for some it is a skill that mothers and babies need help with health careers. Breast feeding has more benefits i.e. less illness in babies like low risk of Gastro intestinal infection, UTI, Respiratory infection, some childhood cancers, sudden infant death syndrome etc. And also, Breast feeding helps in proper Growth and Development. It protects and builds the baby's immature immune system and during breast feeding there is a close skin to skin contact which enhance bonding and emotional attachment between mother and baby because of it there is a good psychological support to the baby<sup>8</sup>

#### Problem Statement:

Assess the knowledge and attitude of student nurses regarding baby friendly hospital initiatives (BFHI) at selected colleges in view to develop information booklet.

#### Research Methodology

In this study, an evaluative research approach was used, the study aims to assess the knowledge & attitude of Student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges in view to develop information booklet. Descriptive research design was used.

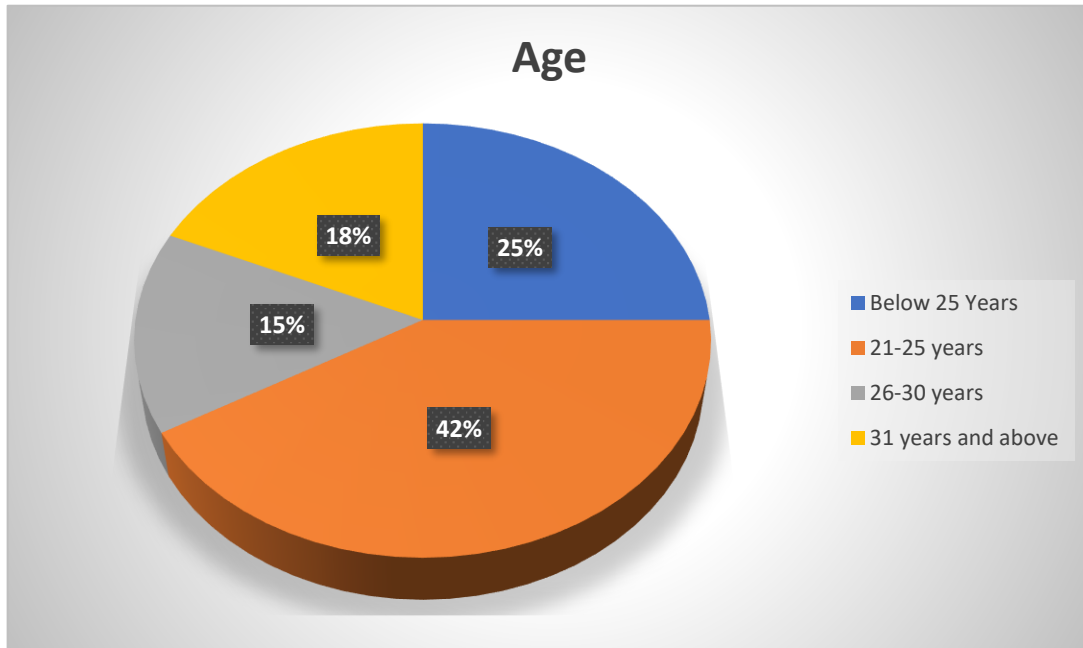
The study was conducted in selected colleges. Population of the present study are student nurses sample size for the present study is 60 student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges in view to develop information booklet. Non-probability Purposive sampling technique was used by the researcher to select student nurses

Structured knowledge questionnaire was used to assess the knowledge & five point likert scale was used to assess the attitude of Student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges. The demographic data was collected by using structures knowledge questionnaire and five point likert scale.

Data analysis is the systemic organization and synthesis of the research data and the testing of research hypothesis using the data. **Descriptive Statistics:** Frequency and percentage was used to analyze the demographic data of Student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges. Mean, mean percentage, Standard Deviation were used to analyze the level of knowledge & attitude of student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges in view to develop information booklet. **Inferential Statistics:** Chi-square test was used to find out association between the level of knowledge & attitude of student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges in view to develop information booklet. with their selected demographic variable.

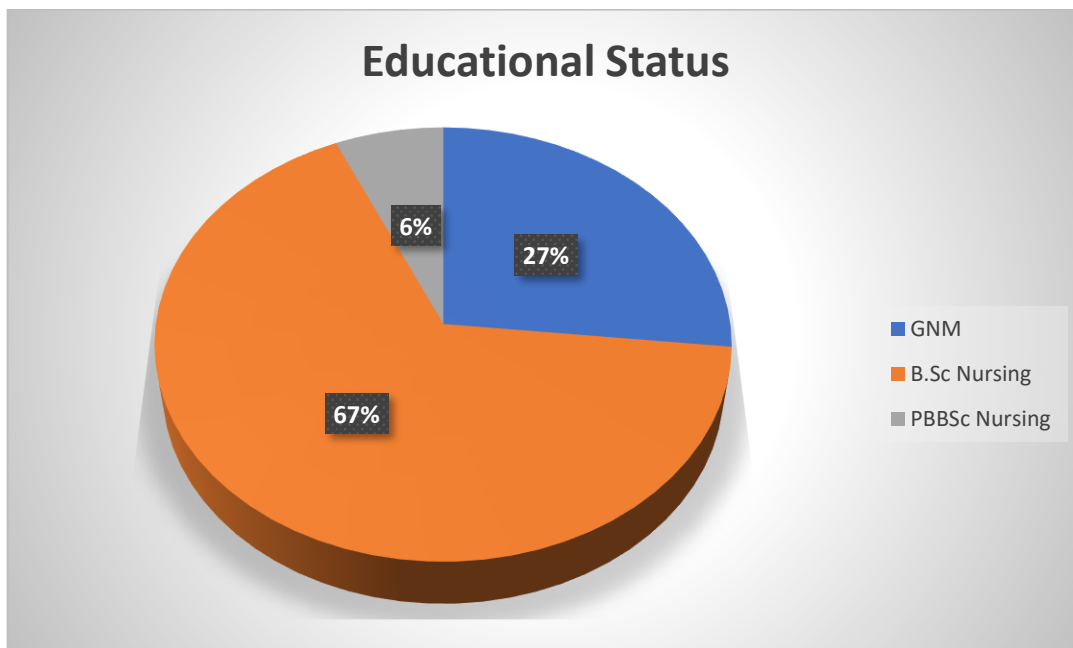
#### Results

The analysis and the interpretation of the data of this study were based on data collected by administration of self-structured knowledge questionnaire to assess knowledge & attitude of Student nurses regarding Baby friendly hospital initiative (BFHI). Total samples are 60. The results were computed using both the descriptive and inferential statistics based on the objectives of the study.



**Fig. No.1 Pie diagram show Frequency distribution of Age of the students**

According to the age distribution of students, the highest percentage 42% were in the age group of 21-25 yr, followed by 25% were below 25 years, 18% were 31 years and above and 15% were 26-30 years.



**Fig. No.2 Pie diagram show Frequency distribution of Educational status**

According to the distribution of nursing students based on the educational status, 67% had BSc Nursing students, 27% were diploma students and 6% had Post Basic B.Sc. Nursing students.

Table No.1 Assess pretest level of knowledge of Student nurses regarding Baby friendly hospital initiative (BFHI)

Sr. No	Criterion	Range of score	No. of respondent	Percentage
1	Poor Knowledge	0 to 10	0	0%
2	Average Knowledge	11 to 20	23	38%
3	Good Knowledge	21 to 30	37	62%

Table 1 reveals that knowledge of Student nurses regarding Baby friendly hospital initiative (BFHI) shows the maximum of respondents (37) have good knowledge followed by 23 Average knowledge, knowledge Baby friendly hospital initiative (BFHI).

Table No.2 Assess posttest level of attitude of Student nurses regarding Baby friendly hospital initiative (BFHI)

Sr. No	Criterion	Range of score	No. of respondent	Percentage
1	Unfavorable	20-46	2	3%
2	Neutral	47-71	43	72%
3	Favorable	72-100	15	25%

Table 2 reveals that posttest level of attitude of Student nurses regarding Baby friendly hospital initiative (BFHI) shows the maximum of respondents (43) have neutral attitude followed by 15 had favorable attitude, 2 nursing students had unfavorable attitude.

## Discussion

The present study was conducted to assess the descriptive study to assess the knowledge & attitude of Student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges in view to develop information booklet to achieve the objective of the study a non-experimental descriptive approach was adapted. Non probability purposive sampling technique was used to select the sample. Data was collected from the 60 sample. The data collected was calculated and analyzed using descriptive and inferential statistics. Assess the knowledge & attitude of

Student nurses regarding Baby friendly hospital initiative (BFHI) at selected colleges in view to develop information booklet

The findings are summarized as follows: finding related to sociodemographic variables of Nursing students. Majority of the subjects were (42%) in the age group of 21-25 years. Majority of the subjects (66%) were studying BSc Nursing course. Majority of the subjects (72%) were belongs to nuclear. Highest percentage (55%) were male. Majority of the respondents (92%) were unmarried. Majority of 58% were Hindus. Highest percentage of 67% were residing in rural area. Highest percentage of 62% had not attended BFHI program.

Assessment of level of knowledge of Student nurses regarding Baby friendly hospital initiative (BFHI) shows the maximum of respondents (37) have good knowledge followed by 23 Average knowledge, knowledge Baby friendly hospital initiative (BFHI). Similar findings were reported in a study conducted at Saveetha Medical College, Chennai, where 77.1% of staff nurses had good knowledge regarding BFHI. Likewise, a study conducted in Mangalore showed that 53.33% of nurses had good knowledge and 78.33% demonstrated very good practice related to BFHI. Another study in Puducherry also found that 80% of staff nurses had moderately adequate knowledge and 15% had adequate knowledge. These consistent results across studies suggest that nurses generally have satisfactory knowledge of BFHI, although variations exist depending on training exposure and institutional practices. The present findings emphasize the importance of continuing education and regular updates on BFHI guidelines to further enhance the knowledge and practical implementation among student nurses.

Assessment of level of attitude of Student nurses regarding Baby friendly hospital initiative (BFHI) shows the maximum of respondents (43) have neutral attitude followed by 15 favourable attitude, 2 nursing students had unfavourable attitude. Similar findings were reported in a study conducted at Saveetha College of Nursing, Chennai, where most respondents exhibited a moderately favourable attitude towards BFHI. A study from Mangalore also showed that the majority of nurses had a neutral to moderately favourable attitude towards the initiative, emphasizing the need for continuous sensitization and reinforcement about the importance of BFHI practices. Likewise, a study conducted in Puducherry found that 70% of nurses had a neutral attitude and 30% had a favourable attitude towards BFHI. These consistent results suggest that although awareness about BFHI is increasing, positive attitude formation requires more practical training, motivation, and institutional support. Strengthening clinical demonstrations and incorporating BFHI principles into nursing education can help promote a more favorable attitude among student nurses.

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