



## Awareness Creation Through Information and Communication Technology and Exclusive Breastfeeding Practices Among Nursing Mothers in Akwa Ibom North-West Senatorial District

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<b>ABSTRACT</b>	<p>The main focus of this study was to assess awareness creation through information and communication technology and exclusive breastfeeding practices among nursing mothers in Akwa Ibom north-west senatorial district. Ex-post facto design was adopted was for this work. The area covered by the researcher was Akwa Ibom North-West Senatorial District. The target population for this study was 200 registered nursing mothers in the healthcare facilities. A purposive sampling technique was used to select 200 nursing mothers who constituted the sample size used for the study. The instrument used in this study for data collection was a questionnaire titled " Awareness Creation through Information and Communication Technology and Exclusive Breastfeeding Practices among Nursing Mothers Questionnaire" (ACICTEBPNMQ). In order to establish both the face and content validity of the research instruments, the drafted instrument was given to three research experts in the Department of Physical and Health Education, Faculty of Education, University of Uyo. Apart from the research questions answered with descriptive statistics, independent t-test statistics was used to test the hypotheses and the test for significance was at the probability alpha level of 0.05. The study concluded that every nursing mother is at liberty to access exclusive breastfeeding information regardless of geographical dwelling location and that the Christian nursing mothers access the exclusive breastfeeding information more than traditionalists. It also proved that married women have access to exclusive breastfeeding information more than the single nursing mothers. Finally, the result proved that the highly educated nursing mothers have access to exclusive breastfeeding information more than the lowly educated nursing mothers. One of the recommendations made in the study was that the use of ICT in disseminating the practice of exclusive breastfeeding has, to a large extent, brought an end to religious sentiment and so effort should be doubled to bring it to the peak or very large extent.</p>
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<b>Keywords:</b>	Awareness creation, information and communication technology, exclusive breastfeeding practices and nursing mothers.
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## Introduction

### Background to the Study

The media are important stakeholders in mobilizing, sensitizing and enlightening the people in the society especially the women towards exclusive Breastfeeding. The ability of the media to reach a widely scattered, huge audience at the largest possible cost makes them effective tools for influencing the health behaviour of the women. Robertson & Wortzel (2018) posit that there are two ways in which the media affect behaviour, knowledge, and attitudes towards health care. The media may deliberately impact knowledge, attitudes and behaviour through campaigns specifically designed for such impact. The media may do so in an incidental or unintended sense when media audiences are exposed to media messages that contain health related issues intended to impact health knowledge, attitudes and behaviours. The message occupies an important place in health communication whether the objective is to create awareness or to effect behavioural change. There is no communication without the message.

Breastfeeding has many benefits for infants, mothers, and the wider society. A meta-analysis by Victora *et al.* (2017) suggests that infants who are breastfed show better immunity to child infections, are less likely to have oral occlusion misalignment and diabetes, and have higher intelligence. Faster uterus recovery after delivery, shorter weight stabilization period, and natural contraception are some of the immediate benefits for breastfeeding mothers. Other positive lifelong effects for breastfeeding mothers include protection against breast cancer and other diseases. Beyond improved health outcomes, breastfeeding has far-reaching economic implications, such as a huge saving on health care costs. However, breastfeeding rates in many countries fall short of achieving the World Health Organization (WHO) directive that recommends mothers to continue to exclusively breastfeed for 6 months (WHO, 2019).

Self-efficacy, the perception of milk supply, and initiation and strength of intention to breastfeed are reported as modifiable breastfeeding determinants. Self-efficacy, for

example, is associated with the perception of being supported, exposure to breastfeeding activities, early breastfeeding practice, and past experience (Meedya *et al.*, 2020). Perception of milk supply, on the other hand, depends on mothers' self-efficacy and level of knowledge and skills. Sufficient breastfeeding knowledge and skills may help mothers avoid physical discomfort. Breastfeeding initiation and intention are influenced by subjective norms, acknowledgment of the benefits, attitudes toward breastfeeding, and perception of being supported from mothers' social network, for example, family, partners, and health care professionals. Partners, in particular, potentially contribute to breastfeeding maintenance and feeding plan decision (Scott, 2021).

Information and communication technology (ICT) has been leveraged for breastfeeding support, for example, to provide breastfeeding education, through persuasive systems designed to encourage breastfeeding or provide advice throughout the process. Existing review papers and meta-analyses have addressed the credibility and effectiveness of specific technology-based interventions (e.g., phone calls, websites, or mobile app). However, there is no comprehensive analysis of digital solutions to support breastfeeding from the perspective of technology design, taking into account the end users who systems are designed for, what experience they provide for the end users, and how they relate to the barriers and facilitators of breastfeeding.

### Statement of the Problem

It has been observed by primary healthcare workers that some nursing mothers continually breastfeed their babies according to prescriptions of religious attachments instead of breastfeeding such babies exclusively. It was observed that, despite availability of social media online information, some nursing mothers are unwilling to access such information based on marital status. Some nursing mothers are notably unable to utilize simple message system for accessing viable information concerning exclusive breastfeeding practices whereas some of them are able and

willing to do so. Similarly, such differences in accessing information may occur due to their differences in health education status.

Internet resources utilization by some nursing mothers on exclusive breastfeeding practices has become a strange development based on age. The use of mass media as means towards exploration of information concerning exclusive breastfeeding practices by some nursing mothers based on dwelling location. Some nursing mothers dwell in urban areas while some dwell in rural areas.

### **Purpose of the Study**

To aid in this study, the following objectives were postulated:

- i. To determine the influence of e-mail by nursing mothers to access infant exclusive breastfeeding information based on religious belief.
- ii. To determine the influence of social media by nursing mothers to access infant exclusive breastfeeding information based on marital status.
- iii. To determine the influence of Simple Mail System (SMS) by nursing mothers to access infant exclusive breastfeeding information based on health education status.

### **Significance of the Study**

Findings of this study will be useful to the following sets of nursing mothers are explained as follows:

This finding will encourage Christian, traditional, religion worshippers and Muslim to imbibe effective utilization of e-mail for accessing exclusive breastfeeding details at any given time. Similarly, findings of this study would instigate nursing mothers towards the use of Simple Mail System (SMS) for accessing exclusive breastfeeding information regardless of their health education status. Findings on this study will encourage nursing mothers to utilize the use of internet for accessing exclusive breastfeeding information without referring to their age brackets. The findings of this study would promote the use of mass media by nursing mothers in urban and rural locations

towards accessing exclusive breastfeeding information through mass media platform.

### **Research Questions**

The following questions are reformulated to achieve the research objectives.

- i. In what ways do nursing mothers vary in the use of e-mail for accessing infant exclusive breastfeeding information based on religious belief?
- ii. In what way do nursing mothers vary in the use of social media for accessing infant exclusive breastfeeding information based on marital status?
- iii. In what way do nursing mothers vary in the use of Simple Mail System (SMS) for accessing infant exclusive breastfeeding information based on health education status?

### **Research Hypotheses**

The following hypotheses are formulated:

- i. Nursing mothers do not significantly vary in the use of e-mail for accessing infant exclusive breastfeeding information based on religious belief.
- ii. Nursing mothers do not significantly vary in the use of social media for accessing infant exclusive breastfeeding information based on marital status.
- iii. Nursing mothers do not significantly vary in the use of Simple Mail System (SMS) for accessing infant exclusive breastfeeding information based on health education status.

**Literature review****Theoretical Framework*****Orem's Self Care Theory***

Orem's theory first published in 1971 includes three related concepts: self-care, self-care deficit and nursing systems. The theory is based on the philosophy that human beings are responsible and self-reliant persons capable of self-care. This is defined as the practice of activities that individual's initiate and perform on their own behalf in maintaining life, health and wellbeing.

**Conceptual Framework*****Utilization of Simple Mail System (SMS) and Accessing Exclusive Breastfeeding Information by Nursing Mothers based on Age***

In view of the recent technological advancement in exploration of a globally simple mail system (SMS) was discovered to enable transmission of text messages from one person or group of persons from one place to another. Images and written text can be easily transmitted using the SMS platform globally (Uzoma *et al.*, 2018). It is obvious (SMS) cause less than any other message delivery system. According to UNESCO (2019), it is obvious that, android phones can convey coloured photos at ease within the fastest period. In a statement by Uzoma *et al.* (2018), information concerning exclusive breastfeeding could be dispatched and received by nursing mothers within their teen age range and during adulthood.

***Utilization of Social Media and Accessing Exclusive Breastfeeding Information by Nursing Mothers Based on Socio-Economic Status***

Nursing mothers can access exclusive breastfeeding information through social media platform. It is necessary to navigate the social media platform for all-round health information among which exclusive breastfeeding details are inclusive (Okeke, 2018). In a statement by UNESCO (2019), nursing mothers at low and high socio-economic status are entitled to open social media pages and select desirable medical and health information which concern her. In a similar vein, principles of exclusive breastfeeding are professionally stated by

medical experts such as nutritionist (Scott *et al.*, 2021).

***Utilization of E-mail and Accessing Exclusive Breastfeeding Information by Nursing Mothers based on Religious Status***

Electronic mail system is one of the newest technological platforms which was developed for delivery of mails electronically. According to Meedy *et al.* (2020), it is one of the easiest method of mailing transactions which allow individuals and organization to communicate within the shortest space of time and without visiting mail postal agencies (Rebertson and Wortzel, 2018). As an electronic device, various medical and health packages are transacted and transmitted globally without stress and such packages include those relating to exclusive breastfeeding practice. Victoria *et al.* (2019) reported that electronic mailing system has dysfunction a great number of manually operated mailing system such as the postal mailing agencies following present developmental approaches in mail delivery system. Rebertson and Wortzel (2018) disclosed that, e-mail system gives sufficient information on exclusive breastfeeding practices at low price because such programs are sometimes sponsored by World Health Organization, the United Nations, National Health Organizations and some non-governmental organization. According to Sadoh and Oniyelu(2019), there are assorted medical information on exclusive breastfeeding exercise to the benefits of nursing mothers worldwide.

**Empirical Framework*****Simple Mail System (SMS) and accessing of exclusive breastfeeding information by nursing mothers***

A research dissertation was carried out by Lawal (2020) on use of Simple Mail System (SMS) and accessing of exclusive breastfeeding information by nursing mothers based on age in Ibadan, Oyo Central; the study carried five specific objectives, five research questions and five null hypotheses. The ex-post facto research design was used for investigating a population of 746 nursing mothers drawn from 136 primary healthcare facilities and sample of 320

respondents drawn from 64 selected primary healthcare centers through a purposive sample technique. A researcher-made questionnaire was used for data collection which product were tested through the use of t-test statistical tool for testing five null hypotheses. Findings showed that the t-test calculated values were greater than critical t-value (1.96) at .05 level of significance under a two-tailed test with 318 degree of freedom. The result showed that, nursing mothers varied significantly in their use of simple mail system for accessing exclusive breastfeeding information based on age in Ibadan Central Senatorial District. It was recommended that, all the nursing mothers should learn how to use (SMS) for accessing exclusive breastfeeding information.

#### ***Social Media and accessing of exclusive breastfeeding information by nursing mothers***

Utilization of social media and accessing exclusive breastfeeding information by nursing mothers in Edo North Senatorial District was studied by Osanwenka (2020), five objectives, five research questions, five null hypotheses and ex-post facto research design were used for investigating a population of 677 nursing mothers in 113 primary healthcare facilities and sample of 400 respondents drawn purposively from 80 selected primary healthcare facilities. Research questionnaire was structured by the researcher for collection of data. The t-test statistic was used for testing null hypotheses, findings disclosed that, the calculated t-value was greater than t-critical value (1.96) at .05 level of significance under a two-tailed test with 398 degree of freedom. The result showed that the five null hypotheses were rejected therefore, nursing mothers significantly varied in their use of social media information on exclusive breastfeeding practice in Edo North.

#### ***e-mail and accessing of exclusive breastfeeding information by nursing mothers***

Utilization of e-mail by nursing mothers for accessing exclusive breastfeeding information in Delta North Senatorial District based on religious status. Five objectives, five research questions, five null hypotheses and ex-post facto research design were used to study

the population, 962 nursing mothers drawn from 116 primary healthcare facilities as well as sample of 360 respondents drawn from 72 selected primary healthcare facilities through purposive sampling technique a researcher-made was developed by the researcher for collection of data. The independent t-test statistical tool was used for testing null hypotheses formulated for the study. Findings disclosed that the t-calculated value were greater than t-critical value at .05 level of significance under a two-tailed test with 358 degree of freedom. The result further disclosed that, the five null hypotheses were rejected therefore nursing mothers deferred significantly in their use of e-mail for accessing exclusive breastfeeding information based on religious affiliation among others, it was recommended that, nursing mothers should acquire knowledge for using e-mail at all times.

### **Research Method**

#### **Research Design**

The design adopted for this study was the ex-post facto design. This is a design which shows that the variables of this study had already occurred. Thus, it has to be studied retrospectively so as to establish their effect on the dependent variable.

#### **Research Area**

Akwa Ibom North-West Senatorial District was chosen as the geographical area for this study. Its geo-political headquarters is Ikot Ekpene. It is bounded in the North by Ebonyi State, in the South by Akwa Ibom North-South Senatorial District, in the East by Akwa Ibom North-East Senatorial District and in the west by Abia State. Akwa Ibom North-West Senatorial District has 10 local governments and 1018 villages.

**Population of the Study**

The population for this study consisted of all breastfeeding mothers of Akwa Ibom North-West Senatorial District. They were 420 registered nursing mothers in the healthcare facilities.

**Sample/Sampling Technique**

A sample of 200 nursing mothers were selected as respondents through a purposive sampling technique. According to Effanga (2015), a purposive sampling technique implies selection of research sample from a large population purposely by a researcher based on personal consideration of logistics cost, stress and geographical area coverage involvements. Such personal consideration and calculation are to ensure that the research procedures achieve desired end point. Akwa Ibom North-West Senatorial District has 10 local government areas and 200 respondents were studied from 200 selected healthcare facilities in the study area.

**Instrument for Data Collection**

A researcher-made questionnaire will be used for data collection. It will be captioned "Awareness Creation through Information and Communication Technology and Exclusive Breastfeeding Practices among Nursing Mothers Questionnaire" (ACICTEBPNMQ), designed to convey a four-level rating scale thus: Strongly Agree (SA = 4 points); Agree (A = 3 points); Disagree (D = 2 points) and Strongly Disagree (SD = 1 point). This will enable each respondent to provide personal opinions towards matters under enquiry.

**Results**

**Answering Research Questions**

**Research Question 1:** How do nursing mothers differ in Utilization of e-mail for exclusive breastfeeding information based on religious belief?

**Table 1: Analysis of Nursing Mothers and Utilization of E-mail for Exclusive Breastfeeding based on Religious Belief**

S/N	STATEMENT	SA	A	D	SD	SAMPLE
1	Many Christian nursing mothers imbibe exclusive breastfeeding information from e-mail	130	22	36	12	200

**Validation of Instrument**

The instrument draft was presented to three research experts in the Department of Physical and Health Education, Faculty of Education, University of Uyo, for contents validation. In that case, questionnaire items on the draft will be critically better in terms of relevance, correctness and relatedness to variables used for this study. Comments will be made by validators for correction purpose. Later, the researcher will point a fresh corrected version and present it to the supervisor for face validation and approval.

**Reliability of the Instrument**

The validated version of the instrument was subjected to an internal consistency pilot test by using 20 neutral respondents in each local government area across 10 local government areas that constitute Akwa Ibom North-West Senatorial District. The instrument draft will be designed with the items to be presented under odd and even-number arrangements on separate paper scripts (split-half model). Both sets of scripts will be administered in an order of one after another, and at the end of all the exercises, all the script will be retrieved from scoring and collating. Data obtained will be computed using the Cronbach Alpha Reliability Statistics in order to determine reliability co-efficient index.

**Method of Data Analysis**

Data generated through scoring were subject to the independent t-test statistics in order to test the hypotheses formulated at .05 level of significance.

2	Some traditionalist nursing mothers shun e-mail exclusive breastfeeding information	122	48	20	10	200
3	Some Christianity practices look down on exclusive breastfeeding practices	134	36	18	12	200
4	Exclusive breastfeeding practices looks too foreign to traditionalist nursing mothers	138	42	16	4	200
5	Christianity does not forbid exclusive breastfeeding practices	140	32	20	8	200
6	Some traditionalist see exclusive breastfeeding as a taboo to Nigerian nursing mothers	126	34	24	16	200
<b>Total</b>		<b>790</b>	<b>214</b>	<b>134</b>	<b>62</b>	
<b>Likert Scale Rating</b>		<b>3160</b>	<b>642</b>	<b>268</b>	<b>62</b>	<b>4132</b>

Table 1 shows that Christian and traditionalist nursing mothers differ significantly in utilization of e-mail for exclusive breastfeeding information based on their religious beliefs. The table also shows that Christian nursing mothers

recorded 2688 scores whereas traditionalist nursing mothers recorded 1444 scores respectively in Akwa Ibom North-West Senatorial District.

**Research Question 2:** To what extent do nursing mothers differ in utilization of social media for exclusive breastfeeding information based on marital status?

**Table 2: Analysis of Nursing Mothers and Utilization of Social Media for Exclusive Breastfeeding Information based on Marital Status**

S/N	STATEMENT	SA	A	D	SD	SAMPLE
7	Most married women are on social media and can receive exclusive breastfeeding information	130	38	20	12	200
8	Some teen nursing mothers cannot access social media details on exclusive breastfeeding	136	34	18	12	200
9	Some married nursing mothers are not interested in social media information on exclusive breastfeeding	126	34	26	14	200
10	Some teen nursing mothers cannot read and write and cannot use social media	132	38	22	8	200
11	Some married nursing mothers have no cellphones and no social media information	138	32	20	10	200
12	Some single nursing mothers do not cherish social media exclusive breastfeeding information	134	36	22	8	200
<b>Total</b>		<b>796</b>	<b>212</b>	<b>128</b>	<b>64</b>	
<b>Likert Scale Rating</b>		<b>3184</b>	<b>636</b>	<b>256</b>	<b>64</b>	<b>4140</b>

Table 2 shows that married and single nursing mothers differ significantly in utilization of social media for exclusive

breastfeeding information based on marital status. The table also shows that married nursing mothers recorded 2714 scores whereas

single nursing mothers recorded 1426 scores respectively in Akwa Ibom North-West Senatorial District.

**Research Question 3:** To what extent do nursing mothers differ in utilization of Simple Mail System (SMS) for exclusive breastfeeding information based on health educational status?

**Table 3: Analysis of Nursing Mothers and Utilization of SMS for Exclusive Breastfeeding Information based on Health Educational Status**

S/N	STATEMENT	SA	A	D	SD	SAMPLE
12	Highly educated nursing mothers utilize SMS on exclusive breastfeeding	142	38	14	6	200
14	Poorly educated mothers have little or nothing to do with SMS	138	42	12	8	200
15	Almost all highly educated mothers can operate SMS devices	126	44	22	8	200
16	Some poorly educated mothers have no cellphones	134	36	16	14	200
17	Some highly educated mothers have cellphones but have no time for SMS information	130	40	18	12	200
18	Many poorly educated mothers cannot read or type message on cellphones	132	48	24	6	200
<b>Total</b>		<b>802</b>	<b>248</b>	<b>106</b>	<b>54</b>	
<b>Likert Scale Rating</b>		<b>3208</b>	<b>744</b>	<b>212</b>	<b>54</b>	<b>4218</b>

Table 3 shows that, highly educated and poorly educated nursing mothers vary significantly in utilization of SMS for exclusive breastfeeding information based on health educational status. The table also shows that, the highly educated mothers recorded 2741 scores whereas the poorly educated mothers recorded 1477 scores respectively in Akwa Ibom North-West Senatorial District.

**Test of Hypotheses**

The hypotheses were tested one after the other, and the results obtained are shown below:

**Hypothesis 1:** Nursing mothers do not significantly vary in the use of e-mail for accessing infant exclusive breastfeeding information based on religious belief.

**Table 4: t-test comparison of use of email scores by Christians and traditional worshippers' nursing mothers**

Religion	N	X	SD	df	t	Crit. Value	p
Christian	100	26.88	7.36	198	7.88	1.96	0.05
Traditionalist	100	14.44	3.81				

The result in table 4 shows that the calculated t (7.88) was greater than the critical t-value of 1.96 at .05 level of significance. The

null hypothesis was rejected. This shows that there is significant difference in religious belief



of nursing mothers' use of email for accessing infant exclusive breastfeeding information.

for accessing infant exclusive breastfeeding information based on marital status.

**Hypothesis 2:** Nursing mothers do not significantly vary in the use of social media

**Table 5: t-test comparison of use of social media scores by Married and Single nursing mothers**

Marital Status	N	X	SD	df	t	Crit. Value	p
Married	100	27.14	7.33	198	6.80	1.96	0.05
Single	100	14.26	2.93				

The result of the t-test analysis yielded a t-value of 6.80. This is higher than the critical t-value of 1.96 with 198 degree of freedom at a significant level of .05. Here, the null hypothesis was

rejected, implying that nursing mothers' marital status significantly influence social media usage for accessing infant exclusive breastfeeding information.

**Hypothesis 3:** Nursing mothers do not significantly vary in the use of Simple Mail System (SMS) for accessing infant exclusive breastfeeding information based on health education status.

**Table 6: t-test comparison of use of SMS by High and Low Health Educated nursing mothers**

Health Education Status	N	X	SD	df	t	Crit. Value	P
High	100	27.41	6.37	198	7.4	1.96	0.05
Low	100	14.77	2.38				

The result shows that the calculated t-value (7.4) was greater than the critical t-value of 1.96 at .05 level of significance. The null hypothesis was rejected. This shows that there is a significant difference among the Highly health educated and low health educated nursing mothers on SMS use in accessing infant exclusive breastfeeding information.

**Discussion of Findings**

**Nursing Mothers Use of E-mail for Accessing Infant Exclusive Breastfeeding Information based on Religious Belief:** Christians and traditionalist nursing mothers differ significantly in the utilization of e-mail for exclusive breastfeeding information in Akwa Ibom North-West Senatorial District. The null hypothesis for this purpose was rejected. This finding was in support of the study carried out

by Okeke (2018) on Utilization of Mass Media and Accessing Exclusive Breastfeeding Practice by Nursing Mothers based on Health Education Status, he concluded that mass media decode massive information in the form of audio and video production to the masses without monetary changes provided the decoders (recipients) have electronic sets that receive their information. However, Meedya *et al.* (2020) and Rebertson & Wortzel (2018) remarked that many traditionalists believe in feeding babies with mother's milk water and solid foods as against the principles of exclusive breastfeeding method, whereas Christian nursing mothers sometimes accept the modern methods. Therefore, it can be concluded that Christians and traditionalists nursing mothers varies significantly in utilization of e-mail for accessing infant exclusive breastfeeding

information in Akwa Ibom North-West Senatorial District.

**Nursing Mothers Use of Social Media for Accessing Infant Exclusive Breastfeeding Information based on Marital Status:** It was revealed that single and married nursing mothers vary significantly in utilization of social media for accessing infant exclusive breastfeeding information in Akwa Ibom North-West Senatorial District. The result showed that the null hypothesis for this purpose was rejected, however, the findings was in-line with a research study conducted by Scott *et al.*, (2021) on Utilization of Social Media and Accessing Exclusive Breastfeeding Information by Nursing Mothers Based on Socio-Economic Status, they concluded that principles of exclusive breastfeeding are professionally stated by medical experts such as nutritionist and made available on social media. It was supported by Sadoh& Oniyelu(2019) and Uzoma *et al.* (2018), that married women are more interested in utilizing social media for accessing infant exclusive breastfeeding information, therefore it becomes imperative to conclude that married and single nursing mothers varies significantly in utilization of social media for accessing infant exclusive breastfeeding information in Akwa Ibom North-West Senatorial District.

**Nursing Mothers Use of Simple Mail System (SMS) for Accessing Infant Exclusive Breastfeeding Information based on Health Education Status:** From the findings of this study, it was revealed that the highly and the poorly educated breastfeeding mothers varies significantly in the utilization of SMS for access infant exclusive breastfeeding information in Akwa Ibom North-West Senatorial District. The null hypothesis for this subject matter was rejected due to responses to research questionnaire items used for this study. The findings was similar to an investigation conducted by Uzoma *et al.*, (2018) on Utilization of Simple Mail System (SMS) and Accessing Exclusive Breastfeeding Information by Nursing Mothers based on Health Education, they

concluded that information concerning exclusive breastfeeding could be dispatched and received by nursing mothers irrespective of their educational status. Also, Rebertson& Wortzel (2018) and Sadoh& Oniyelu (2019) supported that the poorly educated breastfeeding mothers may not sometimes be able to navigate or read messages on SMS concerning exclusive breastfeeding. It is necessary to conclude that the highly and poorly educated breastfeeding mothers vary significantly in the utilization of SMS for accessing infant exclusive breastfeeding information in Akwa Ibom North-West Senatorial District.

### Conclusion

Based on the findings of this study, the following implications were raised:

The Christian nursing mothers access the exclusive breastfeeding information more than traditionalists. Married women and single nursing mothers are entitled to social media exclusive breastfeeding information regardless of marital status. Every nursing mother is entitled to SMS exclusive breastfeeding information regardless of health educational status. Every nursing mother is at liberty to access exclusive breastfeeding information regardless of geographical dwelling location.

### Recommendations

The findings of this study call for certain recommendations and these are as follows:

1. The use of ICT in disseminating the practice of exclusive breastfeeding has, to a large extent, brought an end to religious sentiment and so effort should be doubled to bring it to the peak or very large extent.
2. As seen in the study that the major challenges are the distortion of their health-education status, there should be in-depth education and sensitization on exclusive breastfeeding for nursing mothers.
3. In the campaign towards exclusive breastfeeding jingles, playlet should be boosted in the programme so as to make

nursing mothers, irrespective of dwelling location, get easy access to exclusive breastfeeding information.

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