

審査の結果の要旨

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Evidence is limited about the association between cross-border media formula promotion and breastfeeding. In Lao People's Democratic Republic (PDR), I conducted this study to identify the association between the Thai media's TV commercials on formula use and the determining exclusive breastfeeding (EBF) for six months in the urban area. The main objectives of this research were to: (1) assess the key breastfeeding indicators among the mothers with children under two years of age in urban areas; (2) measure the level of their exposure to Thai media's formula use promotion and development of positive attitudes towards formula use through TV commercials; (3) examine the impact of their media influenced attitude on EBF for six months; and (4) test the Iowa Infant Feeding Attitude Scale (IIFAS) as it is used for the first time in Lao PDR. To meet these objectives, a cross sectional survey and focus group discussions (FGDs) were conducted.

The key findings of this study were as follows:

1. Among infants aged 6–23 months, EBF rate for six months was 16.1% (n = 106/658). Among infants aged 0–5 months, 17.6% (n = 61/346) was EBF at the time of survey (24 hour dietary recall).
2. Of 1,022 mothers, 96.8% reported frequent exposure to the Thai media's promotion of formula milk via TV commercials and 79.1% identified TV commercial as influential for them to develop a positive attitude towards the use of formula milk.
3. In multivariate logistic regression analyses, mothers who reported a positive attitude towards Thai TV commercial on the formula use (n = 449) were approximately 75% less likely to practice EBF for six months than those who reported a negative attitude (n = 64).
4. The FGD results further revealed that the participants tend to believe in the information in TV commercial for formula milk.
5. The IIFAS study revealed that while the targeted Lao mothers had positive breastfeeding attitudes, they did not have appropriate breastfeeding knowledge including nutritional benefits of breast milk.

In conclusion, the Thai formula milk promotion negatively affects breastfeeding in Lao PDR. Such cross-border impacts should be addressed globally, in particular where culture and language are similar. Despite the growing recognition of the important roles played by the mass media in health promotion in the globalized world, this research was the first study in Lao PDR that addressed the importance of association between media's formula use promotion and breastfeeding, especially EBF for six months. This research is also one of the first studies examining the role of cross-border media influence on breastfeeding in the world. To improve breastfeeding in a country, tackling with cross-border influence might be a crucial issue.