



Undergraduate

## INTRODUCTION

- A well-designed graphic material communicates complex information in a simple, clear, and understandable manner, making it useful in health communication, especially among people with low health literacy (Arcia et al., 2016).
- WHO & UNICEF recommended that early initiation of breastfeeding within one hour of birth and infants should be breastfed exclusively for the first six months of life and breastfeeding should be continued for at least two years of age yet poor breastfeeding practices are common nowadays (WHO, 2009)

## METHODOLOGY

This study involved two stages, which were:

### Stage 1: Development of Graphic Materials

Two graphic materials were developed during this stage, which were:

- Benefits of exclusive breastfeeding
- Benefits of continuing breastfeeding after six months

### Stage 2: Validity and Feasibility of Graphic Materials

- Validity testing was conducted among 15 panel of experts like nutritionists, dietitians, health educator, lactation counsellor, nurses, pediatrician, psychologist, and public health specialist using Content Validity Index (CVI).
- Feasibility testing was conducted using cross-sectional study design which involved 45 parents with children below two years of age.
- The graphic materials were assessed based on two areas of focus which were acceptability and practicality

**Sampling method:** Convenience sampling

**Statistical analysis:** Descriptive analysis

## RESULTS & DISCUSSIONS

### 1) Validity of Graphic Materials

Table 1: Validity of Graphic Materials

Items	Not relevant (rating 1)	Somewhat Relevant (rating 2)	Quite Relevant (rating 3)	Highly Relevant (rating 4)	Number of agreement	I-CVI	Interpretation
Contents are in agreement with the current knowledge	-	1	5	9	14	0.82	Relevant
Recommendations are necessary and correctly approached	-	-	7	8	15	0.88	Relevant
Objectives are evident	-	-	6	9	15	0.88	Relevant
Recommendation about desired behaviour is satisfactory	-	1	6	8	14	0.82	Relevant
There is no unnecessary information	-	-	7	8	15	0.88	Relevant
Important points are reviewed	-	1	6	8	14	0.82	Relevant
					S-CVI/Ave	0.85	Acceptable
					Total agreement	3	
					S-CVI/UA	0.50	Low

- I-CVI for all items were above 0.78 which considered relevant. S-CVI/Ave of 0.85 is considered acceptable, and S-CVI/UA of 0.50. The S-CVI/UA is sensitive to the number of experts involved. The more experts included, the greater the possibility of getting low S-CVI (Halek et al., 2017).
- Content validity is a significant quality indicator for validity of an instrument, which then provides information about its feasibility and practicability. The judgement by panels of expert, together with the comments, gave in-depth information about strengths and weaknesses of graphic materials, resulting in well-reasoned modifications of graphic materials (Halek et al., 2017).

### 2) Feasibility of Graphic Materials



Out of 45 respondents, 24 (53.3%) of them aged 20-29 years old



23 (51.1%) were housewives



36 (80%) received tertiary level of education

Table 2: Feasibility of Graphic Materials

Items	Scale	Percentage (%)
<b>Acceptability</b>		
1. Content/information regarding benefits of breastfeeding in graphic materials are suitable to be used in health programs	Scale 4	53.3%, n=24
2. Content/information regarding benefits of breastfeeding in graphic materials are suitable for parents	Scale 4	46.7%, n=21
3. Content/information are easy to understand	Scale 5	44.4%, n=20
4. Graphic materials include all information that I need regarding benefits of breastfeeding	Scale 4	62.2%, n=28
5. Graphic materials are clear and interesting	Scale 5	44.4%, n=20
<b>Practicality</b>		
6. I think the information and skills that I gained from graphic materials regarding benefits of breastfeeding are suitable for application in daily activities	Scale 4	46.7%, n=21
7. I think I will often use/refer back to graphic materials on benefits of breastfeeding	Scale 3 & 4	31.1%, n=14
8. I clearly understood what is benefits of breastfeeding after reading the graphic materials	Scale 4	40.0%, n=18
9. The use of graphic materials regarding benefits of breastfeeding helped me in providing optimal nutrition to my children aged 24 months and below	Scale 4	33.3%, n=15

- Majority of parents rated the graphic materials with scale 4 which is 'agree' for both acceptability and practicality in feasibility testing.
- Using graphic materials enhanced the visual literacy skills, which aids the parents to evaluate the visual information. Parents were more likely to engage with the content of graphic materials in a sustained manner, which resulted in a deeper understanding of messages conveyed (Naparín & Saad, 2017).

To conclude, two graphic materials regarding benefits of breastfeeding were successfully developed. The graphic materials were considered valid and feasible to be used in future intervention programs.



#### References:

- WHO. (2009). The importance of infant and young child feeding and recommended practices. World Health Organization. <https://www.ncbi.nlm.nih.gov/books/NBK148967/>
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- Naparín, H., & Saad, A. (2017). Infographics in Education: Review on Infographics Design. The International Journal of Multimedia & Its Applications, 9(4/5/6), 15–24. <https://doi.org/10.5121/ijma.2017.9602>