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ATTITUDE OF NEW MOTHERS REGARDING BODY IMAGE AFTER CHILDBIRTH AND DURING BREASTFEEDING: A SOCIOLOGICAL STUDY OF HARYANA

Dr. Vandana kumari

Assistant professor, Department of Sociology, Kurukshetra university, Kurukshetra

Breastfeeding practices are of great importance as far as mother and child health is concerned. The milk of mother may be considered the first fundamental right of a child and breastfeeding is a moral duty of mother. Breastfeeding with adequate external diet has the prime importance for the healthy growth of the infants. New mothers often experience a complex, mostly negative, attitude toward their postpartum body image, heavily influenced by weight gain, "snap back" culture, and societal pressure to look thin. The process of giving birth is both joyous and beautiful experience on earth. Many women find it difficult to deal with all the different changes taking place in their bodies. A negative body image can lead to many health problems like obesity, eating disorders and depression etc. The main purpose of this study to identify the "Attitude of new mothers regarding body image after childbirth and during breastfeeding" Descriptive research design was used to Assess the Attitude of new women regarding body image after child birth and during breastfeeding. On the basis of low female literacy rate of Haryana, four district were selected. The selected district are Fatehabad, Mewat, Palwal, Sirsa. A sample of 214 women who gave birth of new born and admitted in the maternity ward are selected by purposive sampling technique.

Key Words: Attitude, Breastfeeding, Body Image, Child care Practices,

Modern trend is to be slim. Especially young adult women are more conscious about their body image. Now days, because of changes in physical appearance, young women doesn't show much interest to go for early pregnancy & breast feeding their babies. Body image has been identified having influence on women's breastfeeding experience and breastfeeding duration. A series of inevitable physiological changes within a relatively short period occur in each pregnant woman, that their body undergo rapid body weight and size changes. This change will lead to their excessive concern to the body image and physical dissatisfaction. The concerns of body image include an increase of abdominal size, generalized weight gain and sagging breasts, which negatively impact women's breastfeeding practices. Pregnant women is reluctant to breastfeed due to their body image disturbance which they may feel embarrassed or dissatisfied with their appearance. The primary predictor of body image dissatisfaction is weight self-perception for pregnant women. Women with higher levels of body image have a higher pre-pregnancy body mass index than women with no body image or lower levels of body image. Prenatal health education for pregnant women or their family members can reduce their negative perception of pregnancy weight, and then to alleviate their body image dissatisfaction. However, there are not wider concerns on the relationship between body image



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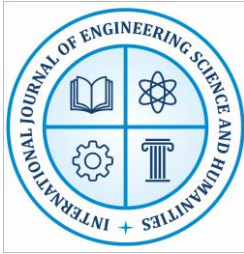
in pregnancy and prenatal infant feeding attitude. with up to 63% reporting negative feelings. While some feel empowered by their body's capabilities, many struggle with lower self-esteem, body dissatisfaction, and, in some cases, decreased breastfeeding duration due to discomfort with body changes. Satisfaction with body image of a woman is important because it is one of the factors that determine her physical and mental wellbeing. A negative body image can lead to many health problems like obesity, eating disorders and depression etc. Studies showed that estimated 80% of women are unhappy with their appearance and in the last 25 years 16% increase in obesity prevalence among women of child bearing age. to their pre-pregnancy shape & weight.

Studies found that 63% of women reported "much concern" about return into a "normal" figure in just two weeks after giving birth & 75% of women were concerned with their ability to return to a normal figure at six months post partum, 39% women were still dissatisfied with their weight. When a mother feels negatively about her body, it can lead to feelings of depression and even to the development of eating disorders. The prevalence of overweight in an urban population of India, as found in the National Family Health Survey during 2005-2006 was 38%, and prevalence of obesity was 2.24%. Excessive gestational weight gain, defined as over 35 pounds for normal weight women, over 25 pounds for overweight women, and over 20 pounds for the obese may be associated with long-term weight retention or obesity, which could in turn lead to body dissatisfaction. Many women find it difficult to deal with all the different changes taking place in their bodies.

After childbirth and during breastfeeding, a woman's body undergoes extensive physiological and structural transformations. Breasts typically become swollen, hard, and warm 2–4 days after delivery as milk "comes in". They may grow by multiple cup sizes during pregnancy and active breastfeeding.

Firmness and Shape: While breastfeeding provides nourishment, it can lead to a "deflated" or sagging appearance (ptosis) after weaning. Many women experience significant hair shedding 3–6 months after birth as estrogen levels drop. Pregnancy-related changes like melasma (facial patches), the linea nigra (dark belly line), and stretch marks may fade but can be permanent or take up to a year to lighten. High pregnancy weight gain and significant postpartum weight retention are primary predictors of dissatisfaction. Physical alterations such as increased abdominal size, sagging breasts (ptosis), stretch marks, and loose skin frequently trigger negative self-perceptions.

sociological theories on body image analyze how social structures, cultural norms, and interactions shape individuals' perceptions, satisfaction, and treatment of their bodies. Key frameworks emphasize that body image is not merely personal but a "socially constructed" concept heavily influenced by media, peers, and family, often leading to internalization of ideals and body dissatisfaction. Body image develops in the context of an awareness of societal norms regarding body types that are considered to be attractive and desirable. According to Emile Durkheim, Social facts are social structure, cultural norms and values which are the



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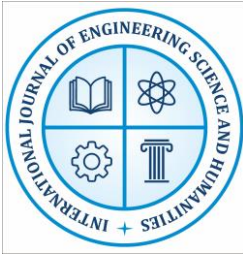
external forces and these things always effect actors (Ritzer, 1995). The concept of social fact by Durkheim is very applicable to the discussion of body image. Social fact shows that body image is not based on individual belief but it's based on social norms and values. Social structure, norms and values all these things always affect the person accordingly the issue of body image is more concerned with social issues than with individual issues (Fedorowicz, 2015). Although body norms are sometimes conceptualized in terms of the perceived body preferences of other people (Bair et al., 2014) or as the perceived average body size of a population (Mills et al., 2012), most of the literature on body image and the influence of societal body norms focuses on idealized body types. These norms inform the body that people want to have and feel they should have in order to feel happy, confident, and attractive. The “thin-ideal” body is consistently glorified for women and represents a slim female body with a small waist and little body fat (Low et al., 2003).

Maternal knowledge and attitude towards breastfeeding are important factors that influenced breastfeeding practices. Among that, maternal infant feeding attitudes have been the extensive research's subject. According to the Ajzen's theory of planned behavior, maternal infant feeding attitude is considered as one of the most significant factors to predict both infant feeding methods and breastfeeding duration.

Methodology: Descriptive research design was used to Assess the Attitude of new women regarding body image after child birth and during breastfeeding. on the basis of low female literacy rate of Haryana four district were selected. The selected district are Fatehabad, Mewat, Palwal, Sirsa. A sample of 214 women who gave birth of new born deliver and admitted in the maternity ward are selected by purposive sampling technique.

SELECTION OF RESPONDENT'S

District	Frequency	Percent
FATEHABAD	53	24.8
MEWAT	41	19.2
PALWAL	62	29.0
SIRSA	58	27.1
TOTAL	214	100.0



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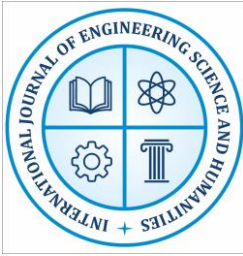
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ATTITUDE OF NEW MOTHERS REGARDING BODY IMAGE

STETMENT		AGREE	DISAGRE	Total
1.	Breastfeeding make the mother body mishaps.	139 (65.0)	75 (35.0)	214
2.	Fear of weight gain	187(87.6)	27(12.4)	214
3.	Sagging breasts	152(71.1)	62(28.9)	214
4.	Struggling skin problems and Hair fall	179(83.6)	35(16.4)	214

Result: The study shows that 139 (65.0%) respondents believed that regular breastfeeding make mother's body mishap. Only 75 (35%) respondents do not believe that regular breastfeeding makes body mishap. 187(87.6%) mothers have fear of weight gain after child birth. 27(12.4%) mothers have not fear of weight gain after child birth .152(71.1%) mothers reported that their breast sag after breastfeeding. Majority of the mothers 179(83.6) experiencing many skin problems like pigmentation on face, pimples on face and back, stretch marks on body parts and hair fall after child birth and during breastfeeding.

Conclusion: The present study concluded that most of the women had negative attitude regarding body image after child birth and during breastfeeding. Mostly new mothers negative, attitude toward their postpartum body image, Many women find it difficult to deal with all the different changes taking place in their bodies. A negative body image can lead to many health problems in mothers like obesity, eating disorders and depression and affect of good child caring and rearing of newborn. women are more conscious about their body image. Many women find it difficult to deal with all the different changes taking place in their bodies. Body image has been identified having influence on women's breastfeeding experience and breastfeeding duration. which negatively impact women's breastfeeding practices. When a mother feels negatively about her body, it can lead to feelings of depression. we also found that pregnant women with higher body image had a negative attitude toward breastfeeding. On the basis of this study we suggested that a more positive body image in new mothers and breastfeeding women should encouraged to promote and then to improve the breastfeeding rates and breastfeeding experiences. Healthcare staff need to pay more attention to the breastfeeding knowledge in new mothers, and then perform targeted interventions for new mothers to improve a positive attitude toward breastfeeding in new mothers and then promote their breastfeeding practice behaviour.

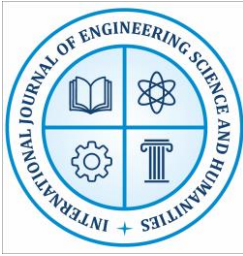


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