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## Introduction

Breast feeding is an integral part of the reproductive process with important implications for the health of the mother and baby; it is a unique way of providing ideal food for the healthy growth and development of infants. Exclusive breastfeeding (EBF) means infant is given its entire nutrient from human breast milk and receives no even water, other liquids, tea, herbal preparations or any complementary foods during the first six months of life with the exception of vitamins, mineral supplements or medicines [1-3]. Thereafter, infants should receive nutritionally adequate and safe complementary foods while continued breast feeding up to two years of age and beyond. Exclusive breast feeding for the first six months of life followed by optimal complementary feeding are critical public health measures for reducing and preventing morbidity and mortality in young children since breastfeeding supports infants' immune systems and helps protect them from chronic conditions later in life such as obesity, diarrhoea, respiratory infection, diabetes and heart diseases [4-6].

Mothers' employment, length of maternity leave, inadequate knowledge on breast feeding, negative attitude towards EBF, late initiation of breast feeding, prelacteal feeding, absence of ANC follow up, lack of social support and absence of self confidence in breast feeding are factors related with exclusive breastfeeding [11,7]. Different researches have shown that mothers with poor knowledge of EBF exhibit negative attitude about EBF and these accounts for the low rate of the practice [7,13,11]. The key to successful breastfeeding is information, education and communication systems aimed at behaviour change. Health information and education greatly influenced mothers' knowledge, attitude and practice towards EBF [11]. Even though mothers can get information from different sources, the role of the health care professionals are significant in providing women with the information they need to make them accept and practice EBF [9-13].

In Ethiopia under five mortality has dropped half from 166 deaths as of 1000 live births in 2000 to 88 deaths per 1000 live births in 2011. Likewise, the percentage of malnutrition in under five children has also dropped significantly in the previous ten years. For example, the rate of stunting dropped from 58% in 2000 to 44% in 2011 and the









