



Impact of Public Health Campaigns on Breastfeeding Practices Among Mothers in Rwanda: A Decade-long Analysis

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Abstract

Public health campaigns have been implemented globally to promote breastfeeding practices among mothers, aiming to improve infant nutrition and reduce neonatal mortality. The research employs a mixed-methods approach combining quantitative data from surveys and qualitative insights from interviews to analyse trends and perceptions regarding breastfeeding promotion efforts. A notable reduction of 20% in the proportion of mothers practicing exclusive breastfeeding was observed, with significant variations by region and socioeconomic status. Public health campaigns have significantly influenced breastfeeding practices but face challenges related to regional disparities and economic barriers. Further tailored interventions should be developed based on regional needs and socio-economic conditions to sustain the benefits of existing initiatives.

Keywords: *African Geography, Public Health Campaigns, Neonatal Mortality, Mixed-Methods Approach, Anthropology of Nutrition, Sociocultural Factors, Breastfeeding Practices*

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