

Knowledge Regarding Breast Feeding Practice

Breastfeeding: Foundation of Life.

WORLD BREASTFEEDING WEEK 2018

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(1-7 August) The logo features the WBW-SDGs Campaign 'triad' of two adults and an infant, which reinforces the importance of working together to protect, promote and support **breastfeeding**. Branches, leaves and sprouts represent growth and development.

Breast Feeding is a process of a woman feeding an infant or a toddler with milk from her breast, directly from the nipples. Breastfeeding is the best way to provide infants with the nutrients as they need. WHO recommends exclusive breastfeeding starting within one hour after birth until a baby is 6 months old. Nutritious complementary foods should then be added while continuing to breastfeed for up to 2 years or beyond to achieve optimal growth, development and health, and thereafter, to meet their evolving nutritional requirements, infants should receive nutritionally adequate and safe complementary foods, while continuing to be breastfed.

WHO is working with UNICEF and partners to promote the importance of helping mothers breastfeed their babies within that crucial first hour of life. Skin-to-skin contact along with suckling at the breast stimulate the production of breastmilk, including colostrum, also called the baby's 'first vaccine', which is extremely rich in nutrients and antibodies.

FACTS ON BREASTFEEDING RECOMMENDED BY W.H.O:

Fact 1: Breastfeeding for the first six months is crucial

-Mothers initiate breastfeeding within one hour of birth and infants should be exclusively breastfed for the first six months of life

Fact 2: Breastfeeding protects infants from Childhood illnesses

-It is safe and contains antibodies that help protect infants from common childhood illnesses such as diarrhoea and pneumonia, which are the two primary causes of child mortality worldwide.

Fact 3: Breastfeeding also benefits mothers

Exclusive breastfeeding is associated with a natural (though not fail-safe) method of birth control (98% protection in the first six months after birth). It reduces risks of breast and ovarian cancer, type II diabetes, and postpartum depression.

Fact 4: Breastfeeding has long-term benefits for children

Beyond the immediate benefits for children, breastfeeding contributes to a lifetime of good health. Adolescents and adults who were breastfed as babies are likely to be more healthy in comparison to those who were not breastfed adequately.

Fact 5: Infant formula does not contain the antibodies found in breast milk

Due to some misconceptions mothers start to feed their infants with formula feeding instead of breast milk resulting in malnutrition, if formula is used but becomes unavailable, a return to breastfeeding may not be an option due to diminished breast milk production.

Fact 6: Transmission of HIV through breastfeeding can be reduced with drugs

An HIV-infected mother can breast feed the baby along with ARV(Anti-retroviral) drugs as they will reduce the risk of HIV transmission.

Fact 7: Marketing of breast-milk substitutes are highly monitored

Fact 8: Support for mothers is essential

Health care workers support breastfeeding by encouraging mothers to breastfeed during their hospital stay as well as they train the mother regarding BABY FRIENDLY HOSPITAL INITIATIVE.

Fact 9: Mothers should continue breastfeeding at work

Facilities like paid maternity leave, part-time work arrangements, on-site crèches, facilities for expressing and storing breast milk, and breastfeeding breaks, can help the mother to continue breastfeeding at work place.

Fact 10: Solid foods should be phased in at six months

To meet the growing needs of babies at six months of age, mashed solid foods should be introduced as a complement along with breastfeeding.

ADVANTAGES OF BREASTFEEDING:

Breastfeeding acts as a natural method for birth

spacing by releasing good hormones like oxytocin and prolactin. It also benefits maternal health by reducing chances of breast and ovarian cancer, PPH, type II DM, Arthritis and Cardiovascular diseases. Breastfeeding creates a powerful physical and emotional connection of mother and child. It is also noted to reduce the risk of hospitalization due to common infant problems like ARI, diarrhea, vomiting etc. Breastfeeding reduces the risk of milk/formula feed allergies.

SAYING NO TO:

A strict avoidance to caffeine, alcohol, mercury is advised for lactating mothers.

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