



WORLD BREASTFEEDING WEEK



NSS UNIT, MAMATA MEDICAL COLLEGE

The Department of Community Medicine & National Service Scheme Unit of Mamata Medical College, observed **‘World Breastfeeding Week’** from 1st to 7th August 2020 on the theme “Support Breastfeeding for a Healthier Planet- Covid 19 is an opportunity to strengthen action on breastfeeding”.

The status of breastfeeding practices in India needs immediate attention as rate of initiation of breastfeeding within one hour of birth is 57% while exclusive breastfeeding rate remains about 58%. Hence, Breastfeeding Promotion Network of India (BPNI) calls for action to generate awareness among people about the protective role of breastfeeding. Keeping this in mind and to raise awareness regarding the importance of breastfeeding, various activities were conducted through virtual platform for the nurses and faculty members from India and abroad and the general public.

The various activities planned and conducted are as follows:

Capacity Building Webinar on Infant and Young Child Feeding

A Capacity Building Webinar on “Infant and Young Child Feeding” was organized by the Department of Community Medicine, Mamata Medical College on 4th August 2020, 2.30 to 5.00 pm. In the session on “Support Breastfeeding for a Healthier Planet” highlighted on the science behind breastfeeding and climate change. Therefore, breastfeeding should be promoted and formula milk should be discouraged. WHO’s recommendation of breastfeeding irrespective of COVID status of mothers and stated that there’s inconclusive current evidence about vertical transmission of the COVID-19 virus from mothers who are COVID positive to their newborns. Highlighted on the guidelines of Infant and Young Child Feeding including breastfeeding and complementary feeding and the key considerations to be followed during Covid 19.

Poster & video presentation on Support Breastfeeding for a Healthier Planet:

The students of Mamata medical College on the importance of breastfeeding, poster presentation & video on “Support Breastfeeding for a Healthier Planet” was organized 3rd & 4th August 2020 through Go to meeting virtual platform. To create awareness to a wider range of public ,by presenting poster & videos regarding breastfeeding and its importance were written in the local language Mothers should be continually empowered and an enriched environment should be provided for the success of the breastfeeding, which would help to achieve the targets of the health indicators. Organized by: Dr.K.NitheshKumar (programme officer & Dr.P.Srilakshmi (Member) of National service Scheme Unit, Mamata Medical College ,Khammam.

Participants: MBBS Students, Batch(2017-18),Mamata Medical college



World Breast Feeding Week

1st - 7th AUGUST #WBA@WABA 2020

GATTU, TEJASRI, Roll - 35
2017-18 batch, MBS.

BENEFITS OF BABY

- Protects Stomach
- Strengths Immunity
- Improve feeding reflexes
- ↑ IQ
- Helps Tooth formation
- ↓ Blood cancers risk
- ↓ Obesity in later life
- ↓ Respiratory Infections
- ↓ Otitis Media & SIDS risk

HOW TO FEED A BABY?

PROPER LATCHING TIPS -

- A wide Open mouth
- Chin Touch the Breast first
- Lower lip Everted
- Nose is free
- Nipple directed towards Soft palate

BENEFITS OF MOTHER

- Bonding with Baby
- Loss of pregnancy weight
- ↓ post partum Hemorrhage
- Lactational amenorrhoea (Contraceptive)
- ↓ post partum Depression
- Involvement of uterus
- ↓ Risk of Breast, Ovarian, uterine cancers
- Income Savings

WHY ↓ IN MILK? HOW TO BOOST MILK?

STRESS

too much CAFFIENE

IMPROPER DIET

SMOKING

IGNORING HEALTH

Sound of baby

Frequent nursing

Nuts

Salmon

Carrot

Unripe papaya

Oats

Water

Sweet potato

Spinach

Garlic

HOW TO MAKE WORLD MILK (+)

- NORMALISE Breast feeding in Public places.
- Fathers should share house hold Chores, Burp the baby, bathing & Changing the Diapers of baby.
- Maternal leaves & Flexibility in Working Hours.

HUMAN MILK vs COW MILK

HUMAN MILK	COW MILK
<ul style="list-style-type: none"> FATS LACTOSE PROTEIN WATER Whey protein Calcium 	<ul style="list-style-type: none"> FATS PROTEIN LACTOSE WATER Whey protein Calcium
<p>50% Absorbed Iron</p>	<p>10% Absorbed Iron</p>

BREAST FEEDING - COVID PANDEMIC

- Wear mask During nursing
- Wash hands before & after feeding.
- Avoid Visitors to HOME.
- Disinfect Surfaces frequently.

WORLD BREASTFEEDING WEEK

1-7 AUGUST

A gift that lasts for a LIFETIME!

BREAST FEEDING POSITIONS:

- AUSTRALIAN HOLD POSITION
- LAI D BACK POSITION
- SIDE LYING POSITION
- FOOTBALL POSITION

MAGIC COMPONENTS OF BREASTMILK?

- Water
- Protein
- Carbohydrates/Lactose
- FATS
- Antibodies
- Colostrum - milk produced by mammary immediately after giving birth. It has "antibodies" for the immunity of the child.

BETTER FOR YOU

- Reduces risk for breast and ovarian cancers
- Produces milk can burn upto 500 calories in a single day
- Releases oxytocin, which helps you uterus return to its normal size
- Breastfeeding helps decrease - wear your baby clothes & gym every day
- Reduces risk of osteoporosis

BETTER FOR BABY

- Offers baby's body antibodies to avoid off infections
- Helps baby gain weight at a healthy pace
- Enables to digest their formulae milk, keeping the digestive system
- Makes baby feel calm & safe

IMMUNITY BOOSTER

NATURAL WEIGHT MANAGEMENT

BODY BENEFITS

BONDING TIME

OTHER BENEFITS

- Reduces risk of SIDS
- Reduces risk of OBESITY
- Reduces risk of ASTHMA & ALLERGIES

REDUCE PREVENTABLE DISEASE: BREASTFEED!

STEPS TO SUCCESSFUL BREASTFEEDING

1 HOSPITAL POLICIES



NOT PROMOTING INFANT FORMULA BOTTLES OR TEATS

KEEPING TRACK OF SUPPORT FOR BREASTFEEDING

2 STAFF COMPETENCY



TRAINING STAFF ON SUPPORTING MOTHERS TO BREASTFEED

ASSESSING HEALTH WORKERS KNOWLEDGE AND SKILLS

3 ANTENATAL CARE



DISCUSSING IMPORTANCE OF BREASTFEEDING FOR MOTHERS AND BABIES

PREPARING WOMEN IN HOW TO FEED THEIR BABY

4 CARE RIGHT AFTER BIRTH & SUPPORTING MOTHERS



HELPING AND ENCOURAGING MOTHERS FOR SKIN TO SKIN CONTACT WITH THE BABY AND PUTTING BABY TO BREAST SOON AFTER BIRTH

CHECKING POSITION, ATTACHMENT AND SUCKLING

GIVING PRACTICAL BREASTFEEDING SUPPORT AND HELPING MOTHERS WITH BREASTFEEDING PROBLEMS

BREASTFEEDING WEEK (AUG 1-7)



5 SUPPLEMENTING



GIVING ONLY BREAST MILK UNLESS THERE ARE MEDICAL REASONS

PRIORITIZING DONOR HUMAN MILK WHEN A SUPPLEMENT IS NEEDED

HELPING MOTHERS WHO WANT TO FORMULA FEED TO DO SO SAFELY

6 ROOMING-IN



LETTING MOTHERS AND BABIES STAY TOGETHER DAY & NIGHT

MAKING SURE THAT MOTHERS OF SICK BABIES CAN STAY NEAR THEIR BABY

7 RESPONSIVE FEEDING



HELPING MOTHERS KNOW WHEN THEIR BABY IS HUNGRY

NOT LIMITING BREASTFEEDING TIMES

8 BOTTLES, TEATS & PACIFIERS



COUNSEL MOTHERS ON USE AND RISKS OF FEEDING BOTTLES & PACIFIERS

BENEFITS

FOR BABY	MOTHER
↓ USES RISK OF SIDS (SUDDEN INFANT DEATH SYNDROME)	↓ USES RISK OF POSTPARTUM DEPRESSION
PREVENTS CONSTIPATION	↓ USES RISK OF OVARIAN AND BREAST CANCER
HIGHER INTELLIGENCE	PROVIDES CONTRACEPTIVE PROTECTION
GETS SICK LESS, LOW RISK OF ALLERGIES	

9 DISCHARGE



REFERRING MOTHERS TO COMMUNITY RESOURCES FOR BREASTFEEDING SUPPORT

WORKING WITH COMMUNITIES TO IMPROVE BREASTFEEDING SUPPORT SERVICES

NAME-VIGYANI NISHANK
ROLL NO-120

World Breast Feeding Week Aug 1-7 AND EARTH

Breast Feeding is Mother's Gift To Herself, Her Baby



HELPS IN BIRTH SPACING AND CONTRACEPTION (FAMILY PLANNING)



REDUCES STRESS AND DEPRESSION



MOTHER



LOWERS RISK OF BREAST AND OVARIAN CANCER



HELPS TO REDUCE WEIGHT AND PREVENT TYPE-2 DIABETES MELLITUS



DECREASES UTERINE BLEEDING

BREAST MILK IS A COMBINATION OF UNIQUE NUTRIENTS

- 87% WATER
- 1% CARBOHYDRATES
- 4% FATS
- 1% PROTEINS
- 1% - VITAMINS
- MINERALS
- HORMONES



HELPS IN MOTHER BABY BONDING



PREVENTS MALNUTRITION - CONTAINS ALL NUTRIENTS BABY NEEDS



EASILY DIGESTED THUS PREVENTS CONSTIPATION



CONTAINS NATURAL ANTIBODIES



HELPS IN NEURODEVELOPMENT - HIGHER INTELLIGENCE



PREVENTS FROM OBESITY AND TYPE-1 DIABETES MELLITUS



LOWERS RISK OF SIDS AND INFECTIONS LIKE PNEUMONIA, EAR INFECTIONS & ALLERGIES

- FIRST VACCINE FOR NEW BORN WITHIN 1HR OF BIRTH
- INITIATE BREAST FEEDING WITHIN 1HR OF BIRTH
- EXCLUSIVE BREASTFEEDING FOR 6 MONTHS
- CONTINUED BREASTFEEDING FOR 2 YEARS
- FEEDING POSITIONS :- CRADLE POSITION, FOOTBALL HOLD, LAID BACK POSITION, SIDE LYING POSITION



LAUGH, SING & DANCE TO LET THE OXYTOCIN FLOW

BREAST FEEDING IS NOT ALWAYS EASY BUT IT IS ALWAYS WORTH IT

- Anusha Yakkanti
Roll No :- 02