

Success of Exclusive Breastfeeding: What You Need to Know

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Breastfeeding is the best for the new-born babies. No doubt about it. Today each and every mother, parents, family knows about it but we could not succeed towards 100% exclusive breastfeeding though we achieve 100% hospital /Institutional deliveries. Every year WABA-World Alliance for Breastfeeding Action fix the theme for Breastfeeding week...that is observe 1st to 7th Aug for a week. this year the theme is breastfeeding success-where lies the responsibility?

Rightly said whose responsibility to make the exclusive breastfeeding successful.

We can analyse and say few things to bring success:

1. First responsibility on health care provider: To educate the mother during pregnancy, ignite their mind with the importance of breastfeeding as its first immunization for baby, early initiate breastfeeding by breast crawl method- putting the baby on chest of the mother as soon as possible after birth, either normal delivery or caesarean section. Because the newborn is very active and alert in the first 1 hour after birth, also the dark areola of breast is visible to the baby immediately when he/she opens her/his eyes, further the smell of nipple is similar to that of amniotic fluid where the baby lived since 9 months. Hence its very apt time to initiate feeding.
2. Second responsibility of the Policy holders/officials: Follow IMS Act- Infant Milk Substitute Act Guidelines strictly. Create awareness among the Health Professionals on IMS Act guidelines and appoint a responsible person to monitor and evaluate implementation of IMS Act.
3. Responsibility of family members: They should support the mother to take independent decision for her child without imposing what they feel to do by her. Family members need to help the mother to continue breastfeeding by providing good nutrition throughout lactation period, provide adequate rest, safe environment, provide privacy, give respect to motherhood, understanding her feelings and emotions etc.
4. Responsibility of public/society: Support breastfeeding in public places, Respect to womanhood. Making their Village Lactogen Free- free from Power milk is very important initiative.
5. Responsibility of the mother self: High responsibility of the mother to her own baby to feed exclusively without any discontinuation. This will be possible by self-empowerment, self-efficacy, getting clear information and fact on breastfeeding. Mother need to feed the baby minimum 8 - 10 times in a day and the latch must be to the areola of the breast instead of nipple latch. most of the lower areola need to be inside baby's mouth than upper areola. baby will come out herself or himself from the breast once they

satisfied. most important thing is that mother need to know when the baby passes urine 6 - 8 times per day and baby gaining weight 20 - 30 gms/day or 500 gm - 1 kg/month that indicates baby is getting adequate milk. The main Mantra for milk secretion is very simple that is more suckling- more milk. So mother need to put the baby to breast -more often-to have more milk secretion and continuity. one more information they need to know there are two hormone plays a role-one is oxytocin called as love hormone-means if the mother is very happy, confident, relax then the milk will come out easily. It's known as let down reflex, same time if the mother is sad, worried, confused. Then it leads to stop the let down reflex. the second hormone is Prolactin - also known as production and storage hormone- helps for milk production and storage in the milk ducts. Importance of this hormone is it secretes more during early morning, that is during 2 - 4 am. So each mother need to know this secrete of milk production. Early morning feed is must to have continuity.

These skills /techniques if a mother knows then nothing can stop them to feed their baby exclusively.

During the time of crisis we need to support each mother as each mother is unique, each mother need our support to initiate and continue feeding.

During this COVID Pandemic Breast milk only the best for baby. Nothing can replace Breast Milk. It's the best selfless gift what a mother can give to her child.

Jai Hind.

To create Awareness many programmes conducted like competition among students - Essay, poem writing, Rangoli, Debate, Online games, Quiz, Demonstration of skills to mothers at Rajiv Gandhi Mother and Children hospital as well as to students etc. Seminar was held to emphasize the responsibility of various members towards success of exclusive breastfeeding for 6 months and continue feeding for 2 years with initiation of appropriate, adequate complementary feeding after 6 months of age of the child.

Dean Dr. S. Jayanthi, Principal Prof. A. Felicia Chitra and Organizer Myself Prof. DR. Manjubala Dash, Head of the department OBG, Mother Theresa Post Graduate and Research Institute of Health Sciences, Puducherry celebrated 1-7th August World Breastfeeding Week with various activities.

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