

ADICHUNCHANAGIRI UNIVERSITY
ADICHUNCHANAGIRI HOSPITAL & RESEARCH
DEPARTMENT OF OBG

BREASTFEEDING AWARENESS WEEK AUGUST 2023
From 01.08.2023 to 07.08.2023



Breast milk is a boon to humankind. To emphasize its importance, WHO organizes World breast feeding awareness week every year in first week of August. This year the theme was “ENABLING BREASTFEEDING making difference for working parents”. To commemorate the World Breast Feeding Awareness Week, our OBG department organized various programmes .

DAY 1

The programme was inaugurated by our beloved HoD Dr.Ravindra S Pukale , Dr.Mahendrappa Prof& HoD, Dept of Pediatrics, Dr. M A Chiniwar, Dr.Narendra Associate professor Dept of Pediatrics, Mrs.Hemalatha Nursing Superintendent, Dr.Kruthi Quality Officer . The lactating mothers and females in reproductive age group were made aware about the significance of breast feeding and benefits of breast milk. Our department staff ,post graduates and house surgeons participated actively in propagating the importance of breastfeeding and upholding the WHO theme of 2023- “ENABLING BREASTFEEDING making difference for working parents”.



Day 2

SKIT & POSTER

Every year, the World Alliance of Breastfeeding Action has a theme, based on which the celebrations are held. The theme this year is “ENABLING BREASTFEEDING making difference for working parents”. More than 75 would-be moms and news mothers were a part of the activity that was about the knowledge, benefits and techniques of breastfeeding. Demonstrations on various lactation methods were also provide for mothers who find it difficult to breastfeed, so that they are inspired to overcome whatever challenges they face while exclusive breastfeeding

5th term students were actively participated of the event who cleared the myths of breastfeeding by their act. “We at A H & R C hospital constantly strive to promote Breastfeeding by celebrating the Breastfeeding week every year. We have observed that still there are many myths in the females and their family and hence such plays are conducted to educate them. All infants should be given mother’s milk as it has long term benefits for the baby and will also help in the child’s health.





POSTER

Breastfeeding Awareness Week

BURN UPTO 300 EX CALORIES A DAY. Lose Weight you gained during Pregnancy easier.

FOR MOTHERS

- Physical and Emotional Connection
- REPLENISHES WEIGHT AFTER CHILD BIRTH
- EASY DIGEST
- MAKES BREASTING EASIER
- INCREASES BABY INTELLIGENCE
- LOWER YOUR RISK OF Ovarian Cancer
- LOWER YOUR RISK OF type-2 DM, BP Disease
- Breast milk has 10x fat than water. minimal needed for growth and development
- Breastfed baby Lower Risk of Infant death
- Breast milk Contains Antibodies that protect from common Respiratory Illness

FOR BABIES

3 Types of Milk Production
Colostrum: 1st milk after birth
Transitional Milk: 1st-2 weeks
Mature Milk: 2 weeks later

30% reduction in low birth weight
40% reduction in no. of children under 5 who are malnourished
50% reduction of women who smoke during pregnancy
Increase in rate of exclusive breastfeeding in first 6 weeks up to 67% (first 5%)

Initiated in 1992, observed every year in more than 120 countries. It was initiated to encourage women to breastfeed.

Infants 3 to 5 years old who were breastfed in first hour of life

Reduce Risk of Breast Cancer

Prevent and Control Nutrients

Reduce Risk of Breast Cancer

Dr. Anil K. V., Dr. Arun K. S., Dr. Anand K. S., Dr. Anand K. S., Dr. Anand K. S.

BREAST FEEDING

to baby:

- Provides immunity and breast healthy babies
- Helps in normal growth & development of baby
- Prevents childhood malnutrition including wasting
- Good attachment
- Non attachment
- Role of breast milk:
 - Shielding from infections during infancy
 - Food allergy
 - Lactose intolerance

to mother:

- Reduces postpartum depression & anxiety
- Helps to lose weight

“BREAST FEEDING IS NOT EASIER, BUT IT IS FASTER”

World's breastfeeding week - August 1-7

Good attachment: Good attachment finger - mouth with open - lower lip pressed against the breast

Non attachment: - back part of breast not inside baby's mouth

BREAST FEEDING WEEK

STEP UP FOR BREASTFEEDING. EDUCATE AND SUPPORT.

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Feeding at least as possible after birth is important. Exclusive breastfeeding till 6 months (complementary feeding with continued breastfeeding till 2 years)

Postpartum: Lactate - 1st milk produced in 2nd day after birth. It is rich in fat and protein. It is the best food for the baby.

1. CRABBLE
2. CRABBLE
3. CRABBLE
4. CRABBLE
5. CRABBLE
6. CRABBLE
7. CRABBLE
8. CRABBLE
9. CRABBLE
10. CRABBLE

Day 3

Our OBG department organised a talk on breastfeeding in CHC bellur by Dr Lavanya on 03/08/2023. The lactating mothers and females in reproductive age group were made aware about the significance of breast feeding and benefits of breast milk.

Breastfeeding practices play an important role in reducing child mortality and morbidity. breastfeeding practices prevalent in rural areas. the breastfeeding and newborn care practices in rural areas and the secondary objective was to describe the factors affecting the initiation and duration of breastfeeding.

Breastfeeding is one of the most important determinants of child survival, birth spacing, and prevention of childhood infections. The importance of breastfeeding has been emphasized in various studies. The importance of exclusive breastfeeding and the immunological and nutritional values of breast milk has been demonstrated.

The beneficial effects of breastfeeding depend on breastfeeding initiation, its duration, and the age at which the breast-fed child is weaned. Breastfeeding practices vary among different regions and communities. In India, breastfeeding in rural areas appears to be shaped by the beliefs of a community which are further influenced by social, cultural, and economic factors. Hence, the with these relationships helps in orienting the breastfeeding promotional activities and for preventing a decline in initiation and duration of breastfeeding practices.



Day 4

Seminar on Breastfeeding

Chair person: Prof.Dr.Ravindra S Pukale

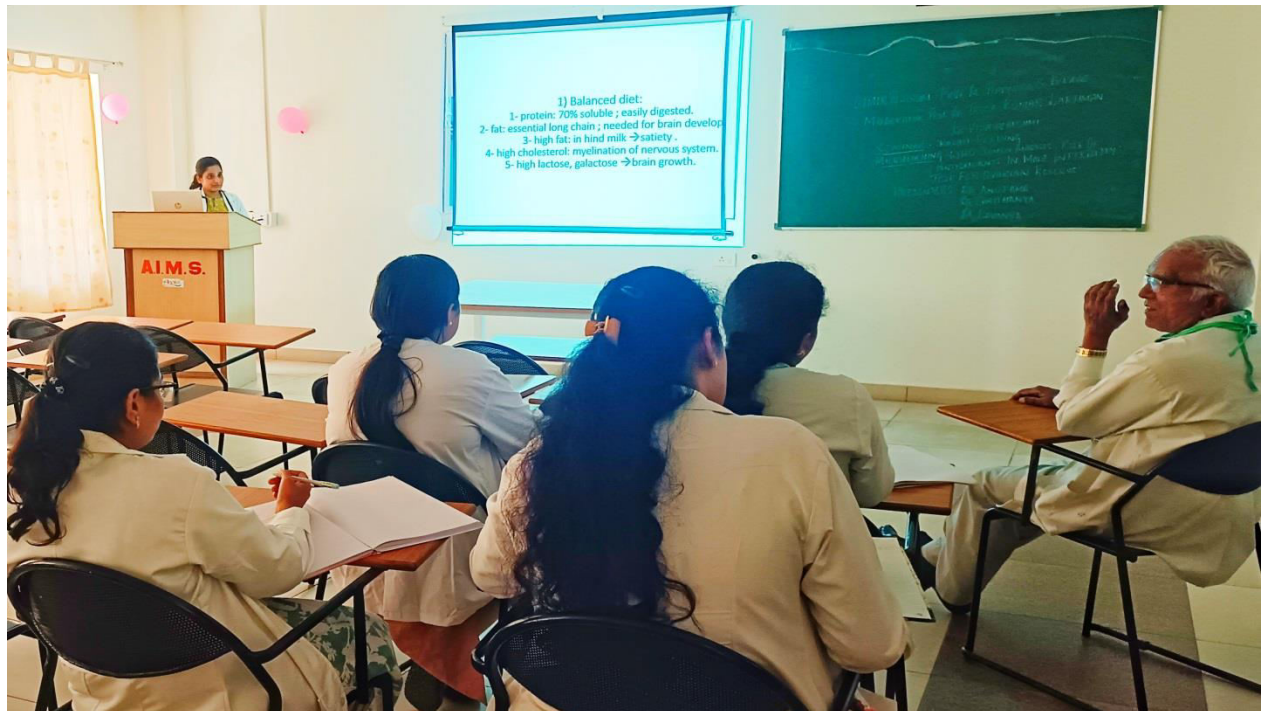
Modretor: Prof.M.A.Chiniwar

Prof Dr.Triza K.L

Dr.Vijayalaxmi

Presentor: Dr.Anupama

Breastfeeding: Physiology of lactation, maternal reflexes, neonatal feeding reflexes, types and composition of breast milk, colostrum, advantages of breastfeeding, physiology , antiricketic, requirement of Vit-D in fullterm babies, breastfeeding benefits for mother: less postpartum bleeding, criteria of good position, attachment the key to successful breastfeeding, criteria for adequate breastfeeding, criteria for under feeding, criteria of overfeeding in breast, contraindication for breastfeeding 1.infant causes 2.inherted causes position for breast feeding, storing breastmilk, milk storage.



Day 5

Every stage of pregnancy and childbirth is lovely and thrilling for a [new mother](#). Taking care of your newborn, on the other hand, comes with questions, expectations, and skepticism about many new areas of life. Breastfeeding is one such well-known phenomenon. If you are a new mother or are opting to breastfeed for the first time, you may be a little nervous about the whole affair. Questions like ” Will I be able to nurse my child”, for example? ” How will I feed my baby?” may have crossed your mind. It prepares you for the potential obstacles you may experience when breastfeeding your baby, such as how to prepare for breastfeeding, how to improve your [milk production](#), what postures are ideal for the baby while breastfeeding, and how to help the baby latch.

- Explaining to mothers about colostrum, foremilk, and hind milk
- Purpose of each kind of [milk supply](#)
- Educating about how often babies need to be fed
- Assisting mothers when they are unable to produce enough milk supply for their baby
- Latching techniques
- Food recommendation for mothers when they are breastfeeding
- Nursing essentials

Common Breastfeeding Problems

- Sore or cracked nipples and sore breasts
- Low milk supply
- Breast engorgement
- Mastitis (breast infection)
- Blocked milk ducts
- Baby not latching

Benefits Of Breastfeeding

- Breastfeeding classes shed light on the entire nursing and breastfeeding process, allowing you to understand your breast and milk production. These workshops will prepare you for any challenges that may arise when you begin to breastfeed and will present you with solutions to those problems. You can discover how to enhance your milk production and how to deal with concerns like breast engorgement.

- A breastfeeding class will teach you about the resources you'll need, such as nipple cream for sore and cracked nipples and cooling nipple gel pads for your sore nipple area.
- These workshops also aid you in setting up a nursing station for your baby, leading you through all of the necessary items for nursing.





Day 6

Breastfeeding plays a crucial role in the health, growth and development of babies and has benefits for the mother too. Women may need some help to successfully feed their babies. They need support and reassurance as they learn this skill. This session focuses on the initiation of breastfeeding following birth and when and how to refer women who are experiencing difficulties.

If necessary and where possible, you should refer women to see a trained breastfeeding counsellor and/or use support materials, such as “the WHO and UNICEF training materials”.



What is so good about breastfeeding?

- Breast milk provides all the nutrients that a baby needs for the first six months of life to grow and develop.
- Breast milk continues to provide high-quality nutrients and helps protect against infection up to two years of age or more.
- Breast milk protects babies from infections and illnesses.
- Babies find breast milk easy to digest.
- The baby's body uses breast milk efficiently.
- Breastfeeding can contribute to birth spacing.
- Breastfeeding helps the mother's uterus to contract reducing the risk of bleeding after birth.
- Breastfeeding lowers the rate of breast and ovarian cancer in the mother.
- Breastfeeding promotes a faster return to mother's pre-pregnancy weight.
- Breastfeeding promotes the emotional relationship, or bonding, between mother and infant.

REMINDER

Correct breastfeeding positioning occurs when the baby's:

- head and whole body are well supported and held close to mother
- face and stomach face the mother
- ear and shoulder are in one straight line, neck is not twisted.

Good attachment occurs when the baby's:

- mouth covers most of areola (dark part of the nipple) with some of the areola visible above the mouth
- mouth is wide open
- chin touches the breast
- lower lip is turned outwards.

Effective suckling occurs when:

- slow, deep firm sucks alternate with bursts of suckling
- no other sounds except swallowing sounds are heard.



Day 7

Our OBG department organized a talk on breastfeeding in CHC Bindiganavele by Dr Yamuna & Dr.Preethi on 07/08/2023. The lactating mothers and females in reproductive age group were made aware about the significance of breast feeding and benefits of breast milk.

Communicate information on the advantages of breastfeeding (including health benefits, economic benefits, etc.), to help women decide which method of feeding they will choose. Be sure to also discuss the risks of not breastfeeding. Answer any questions or concerns the woman may have. For example, some women do not realize that it is normal for the baby to lose weight in the first three or four days after birth and that this is not a reflection of how she is breastfeeding or the quality of her breast milk. Women can still breastfeed while taking most medications, such as antibiotics, antiretroviral or TB medication.

Supporting breastfeeding

Women need extra support, encouragement and reassurance while breastfeeding. Although we view breastfeeding as a natural process, it is still a skill that has to be learned. Initially breastfeeding can seem demanding, as the baby may have a desire to feed/suck frequently. Babies however, begin to establish their own pattern over time, and the mother will begin to feel more comfortable and at ease.

Some women also find that the initial 'let down' reflex is very strong which causes them pain or they get strong after-pains as their wombs contract. Reassure them that this will pass. The 'let down' reflex may also cause them to leak milk when they have sexual intercourse. Reassure them that this is normal and that they may need to tell their husband or partner that this is normal.

Sometimes husbands or partners may feel excluded from the breastfeeding process. Encourage them to be involved in other ways. This may ease the situation and help men to provide more support for breastfeeding; for example, by asking him to fetch the baby for the feed, helping make the woman comfortable, or looking after the other children while she is feeding. Massaging the baby, and humming to calm a crying baby are other very useful ways of involving men.

Many women find breastfeeding difficult due to problems such as engorgement or sore nipples. Engorgement may happen a few days after birth or at any time when the baby's feeding pattern changes. The breasts become overfull with milk and tissue fluid; milk does not flow well and the skin is tight (especially the nipple). This makes it difficult for the baby to latch on. Sometimes the skin looks red and

the woman has a fever which usually disappears in 24 hours. To prevent engorgement, help women to start breastfeeding soon after birth, ensure good attachment and encourage unrestricted breastfeeding. To treat engorgement, recommend that the mother puts warm compresses on her breasts or takes a warm shower and expresses enough milk to reduce discomfort which helps make attachment easier. After expressing milk she can use cold compresses to reduce the inflammation. Cracked or sore nipples occur mainly because the baby is not attaching properly. Help the mother to make sure the baby is attaching properly.

