



INDIAN DIETETIC ASSOCIATION (IDA)

# WORLD BREAST FEEDING WEEK



INFO POSTER

1<sup>st</sup> to 7<sup>th</sup> August 2020



### BREASTFEEDING:<sup>1,2,3</sup>



**B**aby specific, its composition changes as baby grows!



**R**educes the incidences of allergies, eczema in baby, reduces hospitalization



**E**conomical: No wastage, No cost



**A**ntibodies: immunity to infections



**S**afe, unless contraindicated



**T**emperature of the breast milk: Ideal for the baby, no pre-preparation needed





**F**resh milk: Never goes off



**E**motional bonding



**E**cologically and environment friendly



**D**igested easily: Less chances of diarrhea, vomiting



**I**mmediately available & Improves Intelligent Quotient (IQ)



**N**utritionally Optimal



**G**ut health improved





**W**eight friendly for both mother and baby



**E**arly return of uterus to normal size



**E**ases postpartum depression, reduces risk of breast and ovarian cancer in mother



**K**eeps mother and baby healthy, Kangaroo mother care helps to optimize growth and development





# INCREASES MILK SUPPLY ✓



First hour



Balanced meals



Proper positioning

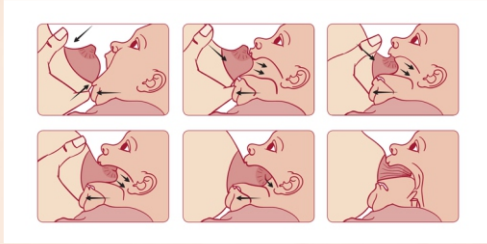


Family support

1. Early feeding (within 1 hour of birth)
2. Frequent feeding
3. Proper positioning and attachment to the breast
4. Well balanced diet and adequate fluids
5. Emotional support from family
6. Galactagogues: Garden cress seeds, Fennel, Fenugreek, Garlic etc.<sup>4,5,6</sup>



## DECREASES MILK SUPPLY ❌



**Wrong position**



**Inadequate diet**

- 1. Delayed feeding**
- 2. Use of other fluids and artificial formulae, use of bottles**
- 3. Pain during breastfeeding, wrong position**
- 4. Inadequate diet and fluids**
- 5. Lack of confidence and family support**
- 6. Post partum depression<sup>7</sup>**



# COVID-19 AND BREASTFEEDING



**Mask and feed**



**Wash hands**



**Express milk**



**Counselling**

- If mother is a suspected case of COVID / infected with COVID > continue breastfeeding while applying all the necessary precautions
- Wear a mask when near the baby including during feeding
- Wash hands before and after contact with the child
- Clean and disinfect the surfaces you touch routinely
- If a mother is too ill encourage to express milk give via a clean cup and/or spoon (follow infection prevention methods)
- Look for someone who is healthy and can feed the child
- Mothers should be counseled that benefits of breastfeeding substantially outweigh the risks for transmission



## • References

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• Contributed and Compiled by Indian Dietetics Association, Pune Chapter.

• Reviewed by: Scientific Committee, Indian Dietetic Association.



Issued in Public Interest by:

**INDIAN DIETETIC ASSOCIATION (IDA)**

