WORLD BREAST FEEDING WEEK

INFO POSTER
1st to 7th August 2020
BREAST FEEDING – BEST FEEDING!

BABY SPECIFIC, ITS COMPOSITION CHANGES AS BABY GROWS!

REDUCES THE INCIDENCES OF ALLERGIES, ECZEMA IN BABY, REDUCES HOSPITALIZATION

ECONOMICAL: NO WASTAGE, NO COST

ANTIBODIES: IMMUNITY TO INFECTIONS

SAFE, UNLESS CONTRAINDICATED

TEMPERATURE OF THE BREAST MILK: IDEAL FOR THE BABY, NO PRE-PREPARATION NEEDED
Fresh milk: Never goes off

Emotional bonding

Ecologically and environment friendly

Digested easily: Less chances of diarrhea, vomiting

Immediately available & Improves Intelligent Quotient (IQ)

Nutritionally Optimal

Gut health improved
Weight friendly for both mother and baby

Early return of uterus to normal size

Eases postpartum depression, reduces risk of breast and ovarian cancer in mother

Keeps mother and baby healthy, Kangaroo mother care helps to optimize growth and development
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. Galactogogues: Garden cress seeds, Fennel, Fenugreek, Garlic etc. 

First hour
Balanced meals
Proper positioning
Family support
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
COVID-19 AND BREASTFEEDING

• 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


• Contributed and Compiled by Indian Dietetics Association, Pune Chapter.
• Reviewed by: Scientific Committee, Indian Dietetic Association.