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The World Health Organization (WHO)\* has recommended that pregnant women and new mothers be informed of the benefits and superiority of breast-feeding, in particular, the fact that it provides the best nutrition and protection from illness for babies. Mothers should be given guidance on the preparation for and maintenance of lactation, with special emphasis on the importance of the well-balanced diet both during pregnancy and after delivery. Unnecessary introduction of partial bottle feeding or other foods and drinks should be discouraged since it will have a negative effect on breast-feeding. Similarly mothers should be warned of the difficulty of reversing a decision not to breastfeed. Before advising a mother to use an infant formula, she should be advised of the social and financial implications of her decision. For example, if a baby is exclusively bottle-fed, more than one can (500g) per week will be needed, so the family circumstances and cost should be kept in mind. Mother should be reminded that breast milk is not only the best but also the most economical food for babies. If a decision to use infant formula is taken, it is important to give instruction on correct preparation methods, emphasizing that unboiled water, unsterilized bottles or incorrect dilution can lead to illness. \*See: International Code of Marketing of Breast Milk Substitutes, adopted by the World Health Assembly in Resolution WHA 34.22, May 1981.

Mothers should be explained the following advantages & nutritional superiority of breastfeeding: (i) Immediately after delivery, breast milk is yellowish and sticky. This milk is called colostrum, which is secreted during the first week of delivery. Colostrum is more nutritious than mature milk because it contains more protein, more anti-infective properties which are of great importance for the infant's defence against dangerous neonatal infections. It also contains higher levels of, Vitamin 'A', (ii) Breast milk: a. is, a complete and balanced food and provides all the nutrients needed by the infant (for the first six months of life) b. has anti-infective properties that protect the infants from infection in the early months c. is always available d. needs no utensils or water (which might, carry germs) or fuel for its preparation (iii) Breastfeeding is much cheaper than feeding infant milk substitutes as the cost of the extra food needed by the mother is negligible compared to the cost of feeding infant milk substitutes, (iv) Mothers who breast-feed usually have longer periods of infertility after child birth than non-lactators.

 $\textbf{Details of management of breastfeeding, as under: (i)} \ Breast-feeding-a. \ Immediately \ after \ delivery \ enables \ the \ contraction \ of \ the \ womb \ and \ helps \ the \ mother \ to \ regain \ and \ regain \ for \ regain \ and \ regain \ for \ regain \ and \ regain \ for \ regain \ regain \ for \ regain \ fo$ her figure quickly; b. is successful when the infant suckles frequently and the mother wanting to breast-feed is confident in her ability to do so (ii) In order to promote and support breast-feeding the mother's natural desire to breast feed should always be encouraged by giving, where needed, practical advice and making sure that she has the support of her relatives. (iii) Adequate care for the breast and nipples should be taken during pregnancy. (iv) It is also necessary to put the infant to the breast as soon as possible after delivery. (v) Let the mother and the infant stay together after the delivery, the mother and her infant should be allowed to stay together (in hospital, this is called "rooming-in"); (vi) Give the infant colostrum as it is rich in many nutrients and anti-infective factors protecting the infants from infections during the few days of its birth; (vii) The practice of discarding colostrum and giving sugar water, honey water, butter or other concoctions instead of colostrum should be very strongly discouraged (viii) Let the infants suckle on demand; (ix) Every effort should be made to breast-feed the infants whenever they cry; (x) Mother should keep her body and clothes and that of the infant always neat and clean

(i) Breastfeeding is the best form of nutrition for babies and provides many benefits to babies and mothers. It is important that, in preparation for and during breastfeeding, you eat a healthy, balanced diet. Combined breast and bottle-feeding in the first weeks of life may reduce the supply of your own breastmilk, and reversing the decision

(ii) Always consult your Healthcare Professional for advice about feeding your baby. The social and financial implications of using infant formula should be considered. Improper use of an infant formula or inappropriate foods or feeding methods may present a health hazard. If you use infant formula, you should follow manufacturer's instructions for use carefully - failure to follow the instructions may make your baby ill.



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IMPORTANT NOTICE: MOTHER'S MILK IS BEST FOR YOUR BABY





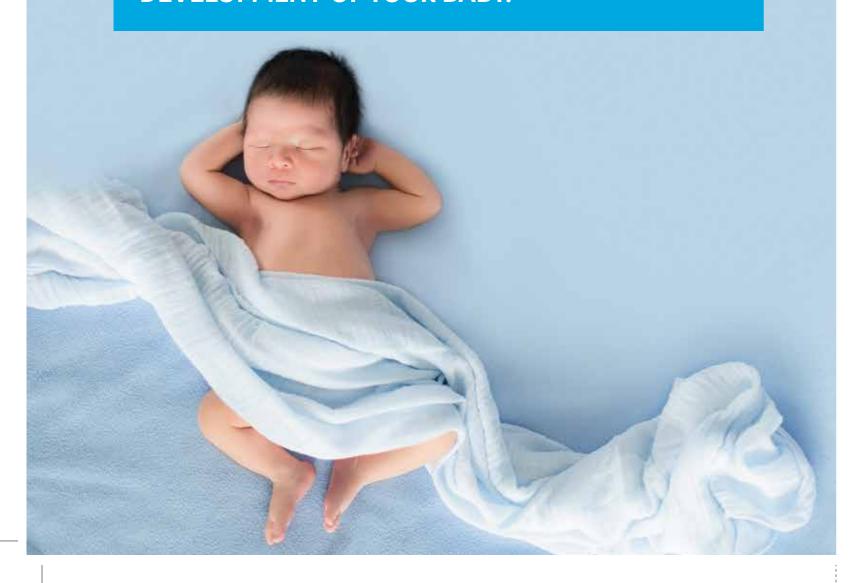
## **Breastfeeding is the Gold Standard of Nutrition**

Breastfeeding is the preferred nutrition and is undisputedly the best nourishment for all babies worldwide. Exclusive breastfeeding covers all nutritional needs for your baby in the first 6 months.<sup>1,2</sup>

Breastmilk provides vital nutrients needed to support your baby's future. It promotes sensory and cognitive development and, protects your baby against infectious and chronic diseases.<sup>3</sup> Further, it acts as an ideal opportunity to bond with your baby. Breastfeeding may not necessarily come naturally, and may take practice to develop a proper technique.

There are several different positions you can try to breastfeed your baby in. Some of them are listed out for you:<sup>4</sup>

BREASTMILK CONTAINS THE PERFECT BALANCE
OF NUTRIENTS AND BIOACTIVE COMPONENTS
THAT ENSURES OPTIMAL GROWTH AND
DEVELOPMENT OF YOUR BABY.<sup>5</sup>



## **Breastfeeding Positions**

A few simple tips to enhance your breastfeeding experience<sup>6</sup>

### **Cross-Cradle**

Support your baby's head by hand opposite to the breast used for feeding. Support the breast with the other hand. Bring your baby closer towards your body, belly-to-belly.



#### Cradle

Hold your baby's head snugly in the crook or elbow area of your hand on the same side of the breast. Support the breast with the other hand. Bring your baby closer towards your body, belly-to-belly.



### **Back Lying**

Lean back on the recliner or bed. Your baby is lying on your stomach and is pressed against you. Allow your baby to explore your breast and latch on at its leisure. You may support the side of your baby's head if needed. This is a great position for mothers who have had cesarean delivery.



## **Side Lying Cradle**

Lie down next to your baby with bodies facing each other. Try holding your baby in the crook of your arm. This position keeps your baby's head at a good angle to bring baby and the breast together.



#### Saddle

Let your baby sit astride on your leg, on the same side as the breast to be used for breastfeeding. Support your baby's head by the hand on the same side as the breast. Use your other hand to support the breast being used for breastfeeding.



### **Football**

Tuck your baby under the arm with some support of a pillow on the same side as the breast to be used for feeding. Support your baby's head with the hand on the same side.



## Specific nutritional requirements for preterm infants

The final trimester of pregnancy is a period of rapid physical growth for the infant; a rate of growth far greater than what a preemie experiences outside of the womb. Missing this critical phase of intrauterine growth and development means that preterm infants face a difficult challenge to grow and develop at a similar pace to their term-born peers, resulting in increased nutritional requirements.

Meeting these increased nutritional needs can have positive long-lasting effects on their development and can reduce the risk of developing non-communicable diseases in the future. Breastfeeding offers the best nutrition for all babies but for preemies, milk from their mother may not be always available, or nutritionally sufficient, thus requiring fortification. When a mother's own milk is unavailable, donor human milk or formula can be used basis the doctors discretion.<sup>6</sup>



## **Understanding Hunger Cues<sup>7</sup>**

# **Early**

- Stirring
- Mouth opening
- Turning head or seeking

# Mid

- Stretching
- Increased physical movement
- Hand to mouth

# Late

- Crying
- Agitated body movements
- Turning red



## Feeding your baby

The correct gestational age for suckling varies among all babies. Some babies suckle at 32 weeks, however, most can suckle effectively by 36 weeks. Many babies start to take milk from the breast when they weigh about 1300 g. Many can breastfeed fully when they weigh about 1800 q.8

## Feeding process is as follows<sup>8</sup>:

- Avoid neck extension as it prevents muscular movements
- Lips open like "fish lips"
- Encourage your baby by expressing milk to the nipple
- Rhythm: Rapid suckle > Slower, more ongoing pace > Swallow > Breathe > Repeat pattern
- Position your baby so that back of neck and throat are higher than the nipple to avoid choking
- Continually read baby's reactions and watch out for over-stimulation



## Breastfeeding helps cement the connection between mother and child

During pregnancy and after birth, mother and baby develop close affection for each other in the process of 'attachment'.9,10

Breastfeeding provides an important opportunity for the mother and baby to interact closely. And, thus, if the interaction is positive, it will set them on a positive journey towards forming strong mutual attachments and bonds.

Positive breastfeeding interaction and attachment can bring significant health and psychological benefits for the mom as well

**DID YOU KNOW?** 

THE TASTE AND SMELL OF **BREASTMILK ARE INFLUENCED** BY THE DIET OF THE MOTHER<sup>13</sup>

