

# EARLY INITIATION OF BREASTFEEDING & EXCLUSIVE BREAST FEEDING

## Early Initiation of Breast feeding

- ❖ Baby should be put to the mother's breast as early as possible after birth, preferably within the first hour of birth.
- ❖ **Benefits for the baby:**
  - Early skin to skin contact keeps the baby warm
  - Helps in early secretion of breast milk
  - Feeding first milk (colostrums) protects the baby from diseases
  - Helps mother and baby to develop a close and loving relationship
- ❖ **Benefits for the mother:**
  - Helps womb to contract and the placenta is expelled easily
  - Reduce the risk of excessive bleeding after delivery



## Important Facts about Breastfeeding

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- ❖ Baby should not be given any other liquid or foods such as sugar water, honey, ghutti, cow's milk and not even water.
- ❖ Breastfeed as often as the baby wants. Baby should be breastfed at least 8-10 times in 24 hours.
- ❖ Feeding more often helps in production of breast milk.
- ❖ For getting the maximum benefit of breast feeding, the baby should be held in the correct position and put correctly on the breast.
- ❖ Mother can continue breastfeeding during her sickness without any harm.
- ❖ Breast milk is clean, free from bacteria and has anti-infective properties.
- ❖ Breast fed babies have a higher IQ.



## Exclusive Breastfeeding

- ❖ Exclusive breastfeeding means babies are given only breast milk and nothing else- no other milk, food, drinks and not even water.
- ❖ It allows infant to receive ORS, immunization drops, and syrups of vitamins, minerals and medicines when required.



- ❖ The babies who are exclusively breast fed do not require anything else.
- ❖ Breast milk alone is adequate to meet the hydration requirements even under the extremely dry and hot summer conditions.
- ❖ Exclusive breast feeding helps reduce ear infections and risk of attacks of asthma and allergies.
- ❖ Addition of any outside feed i.e., animal or powder milk reduces breast milk production and increases the chances of infection.
- ❖ Exclusive breast feeding is therefore important to prevent infections like diarrhea, acute respiratory infections in early infancy.

## Role of AWW

- ❖ Support for early initiation of breastfeeding, avoiding pre lacteal feeds, promoting colostrum feeding, and establishment of exclusive breastfeeding for 6 months.
- ❖ Provide lactation support & manage common breastfeeding problems.
- ❖ Help mother to express milk and feed babies who have suckling problem.
- ❖ Give advice to the mothers in simple and clear language.
- ❖ Make sure the mother understands what you are saying.
- ❖ Monthly weigh the child at the AWC.
- ❖ Counseling for birth spacing (provide the list of choices and refer to the ANM)
- ❖ Counsel on initiation of complementary feeding on completion of 6 months.