

Name of resource person: DrT.kanimozhiPodcast title: World Breastfeeding Week 2022

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TRANSCRIPT

A newborn has only three demands- warmth in the arms of mother, food from her breast and security of her presence. Breastfeeding provides all three.

Hello everyone! This is DrKanimozhi, Associate Professor, Pediatrics talking about World Breastfeeding week 2022.

World breastfeeding week is observed globally from August 1-7 to raise awareness on breastfeeding and its benefits

Breastfeeding provides the best nutrition for baby's growth and brain development. By strengthening the immune system protects the baby from common illness like pneumonia,diarrhoea and undernutrition; which are the most common cause for under 5 mortality; prevents obesity and also allergies. It protects the mother from breast and ovarian cancer; provides natural contraception and promotes emotional bonding with baby.

WHO recommends

- Early initiation of feeding within 1 hour of birth
- Exclusive breastfeeding upto 6 months and continue along with complementary feeding upto 2 yrs of age

Unfortunately the rates of early initiation and exclusive breastfeeding are < 50% in our country

Its surprising that a natural act has so many myths and misconceptions surrounding it. It requires proper counseling, education and support to overcome barriers and provide exclusive breastfeeding. Hence, theme for this year- STEP UP for Breastfeeding: Educate and support. Everyone has a part to play in helping mothers to breastfeed i.e partners, other family members, doctors, community, health and education services and government making health policies.

Breastfeeding is a mother's gift to herself, her baby and this earth. Its every baby's right.
This, World breastfeeding week, Lets join hands to promote and support breastfeeding!



Signature of the HOD

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