

EDITORIAL MESSAGE

Wishes to all Readers!

Remember Readers! August issue always bear the importance of ‘Breast Feeding’; information & highlights pertaining to World Breast Feeding week celebration marked from 1-7 August every year. Same way this year too, but with new theme & related facts. Kindly bear with me!



BreastFeeding!—Itisaheavenlytask,–IamconsideredtobeadivinepersonwhenI feed,–Itisreallyaboringwork,–Everybodyforcemetodo!ButIneverlik,–Ifeelhappy when I feed with adequate interval, But I get irritated sometimes When child cries continuously for which I have to feed. –I don’twant to feed at nights. –I amworking mother, So iam unable to feed. Readers! These are the statements given by the Breast Feeding (primi) mothers. Majority gave negative notions. For them, here are some facts collected from various reputed websites.

- Breast feeding – a baby’s ‘first immunization’ - is the most effective and least costly life saver the world has everknown.
- Children who are exclusively breastfed for the first six months of life are 14 times more likely to survive than non-breastedchildren.
- More than 800,000 child deaths are linked to poor breast feeding practices everyyear.
- Globally, more than half of newborns are not breastfed within the first hour oflife.
- Studies show that initiating breast feeding immediately after birth can reduce the risk of newborn death by up to 20 percent by boosting the child’s immunesystem.
- World wide only 39% of children under six months old are exclusively breastfed. This number has improved very little in recentdecades.

This year theme is –Breast feed and work: Let’s make it work! The intentionof this theme is to draw the international eye to the ongoing struggle for human rights protection for women in the workplace. This year’s theme involves EVERYONE, not just breastfeeding women.Balancingworkandfamilylife,includingbreastfeeding,isincreasinglynecessaryfor

women's rights and a strong, healthy, and vibrant workforce and a better society. Today's global economic and labor conditions are changing rapidly, with some positive, but many negative implications for women's health and livelihoods, as well as that of their children and families.

Few Following changes at work place mandatorily to be done.

- Promote actions by employers to become Family, Parent, Baby, and Mother-Friendly and to actively facilitate and support employed women to continue breastfeeding their children.
- Engage with target groups, e.g. trade unions, workers rights organizations, human rights agencies, occupational health organizations, and women's and youth groups, to protect the breastfeeding rights of women in the workplace.

It is time to fully recognize, protect and support the unpaid care work and breastfeeding that women all over the world do. Together, WE CAN MAKE IT WORK!

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