

## EDITORIAL MESSAGE



### **WORLD BREAST FEEDING WEEK – 2016**

*In World Breastfeeding Week 2016 all Governments of the world devolved to remove the barriers to breastfeeding and create a supportive, enabling environment for women who want to breastfeed. Breastfeeding is viewed by many as difficult to achieve and largely unnecessary because formula milk is seen as a close second best. The subject is highly emotive because so many families have not breastfed, or have experienced the trauma of trying very hard to breastfeed and not succeeding. The pain felt by so many parents made them to closedown that they have not done the best for their child. Deaths of an estimated 820,000 children under the age of five could be prevented globally every year with increased breastfeeding. Breastfeeding decreases the risk of respiratory tract infections and diarrhea, both in developing and developed countries. Other benefits include lower risks of asthma, foodallergies, celiac disease, type 1 diabetes, and leukemia. Breastfeeding may also improve cognitive development and decrease the risk of obesity in adulthood. Mothers may feel pressure to breastfeed; however in the developed world children generally grow up normally when bottle feed. Benefits for the mother include less blood loss following delivery, better uterus shrinkage, weight loss, and less postpartum depression. Breastfeeding delays the return of menstruation and fertility, a phenomenon known as lactation amenorrhea. Long term benefits for the mother include decreased risk of breast cancer,cardiovascular disease, and rheumatoid arthritis. Breastfeeding is often less expensive than infant formula. Health organizations, including the World Health Organization (WHO), recommend only breastfeeding for six months. This means that no other foods or drinks other than possibly vitamin D are typically given. After the introduction of foods at six months of age, they recommend continued breastfeeding until at least one to two years of age. Globally about 38% of infants are only breastfed during their first six months of life. Extensive evidence demonstrates that breastfeeding saves lives, improves life chances and cuts costs in every country of theworld.*

***Breast Feeding PromotiveTechniques:-***

- *ParentalCare*
- *Peer Support &Counseling*
- *LactationConsultants*
- *Social Marketing &Media*
- *Cultural & SocialFactors*
- *Socioeconomic Influence*
- *Supporting Adolescent MothersBreastfeed*
- *Baby Friendly HospitalInitiative*

*There needs to be a fundamental shift in policy thinking and public discourse around breastfeeding. It is time to stop laying the blame for a major public health issue in the laps of individual woman and acknowledge the collective responsibility of us all. In response to low breastfeeding rates and substantial evidence, now is the time for change. Together, we urge the removal of practical, emotional and cultural barriers to breastfeeding, and the creation of an enabling environment for all women who want to breastfeed. This World Breastfeeding Week theme is to “**Promote, Protect and SupportBreastfeeding**”.*

***“It’s Time to Change for a Positive Action”***

**Dr. Renuka.K**  
Editor InChief