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The world breastfeeding week (WBW) protect breastfeeding: A shared responsibility

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Abstract

The World Breastfeeding Week (WBW) 2021 theme Protect breastfeeding: a shared responsibility is about how breastfeeding contributes to the survival, health and wellbeing of all. World Breastfeeding Week (WBW) is an annual celebration which is held every year from 1st to 7th August in more than 120 countries.

World Breastfeeding Week was first celebrated in 1992 by (World Alliance for Breastfeeding Action) and is now observed in over 120 countries by UNICEF, WHO and their partners including individuals, organizations, and governments. WABA it self have been formed on 14 February 1991 with the goal to re-establish a global breastfeeding culture and provide support for breastfeeding everywhere.

WHO and the American Academy of Pediatrics (AAP) emphasize the value of breastfeeding for mothers as well as children. Both recommend exclusive breastfeeding for the first six months of life and then supplemented breastfeeding for at least one year and up to two years or more. World Breastfeeding Week commemorates the Innocenti Declaration made by WHO and UNICEF in August 1990 to protect and support breastfeeding.

Keywords: world breastfeeding week, protect breastfeeding

Introduction

“Newborn baby has only three demands. They are warmth in the arms of its mother, food from her breasts and security in the knowledge of her presence. breast feeding satisfy all three.”

(Grantly Dick Read)

Breastfeeding

Successful Early & Exclusive Breastfeeding for the First Six Months

- Early Breastfeeding: As soon as possible, within one hour, No prelacteal feed.
- Exclusive Breastfeeding: Only Breastfeeding for first six months, not even water

Breastfeeding is the optimal source of nutrition. The Human Milk is specific and it provides all the essential nutrients necessary for the growth and development of the newborn infant. Breast milk is wholesome food for the baby. Breastfeeding is the most effective way to provide baby with a caring environment & complete nutrition. It meet the nutritional as well as emotional needs of the baby breastfeeding is the feeding of an infant or young child with breast milk directly from female human breasts (i.e., via lactation) rather than using infant formula from a baby bottle or other container. Babies have a sucking reflex that enables them to suck and swallow milk. Experts recommend that children be breastfed within one hour of birth, exclusively breastfed for the first 6 months, and then breastfed until age two. The AAP & WHO recommend exclusive breastfeeding for the first six months of life and continuous breastfeeding for at least 12 months of life.

Composition of Breast Milk

- Colostrum:** It is secreted during 1st 3 days after delivery. It is thick yellow and small in quantities. It contain more antibodies and cells with higher amount of protein and fat soluble vitamin (A,D,E,K).
- Transitional Milk:** It follows the colostrum & secreted during 1st, 2 weeks 2 weeks of postnatal period. It has increased fat and sugar content & decreased protein & immunoglobulin content.

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3. **Mature Milk:** It is secreted usually from 10 to 12 days after delivery. It is watery but contains all nutrients for optimal growth of the baby.
4. **Pre mature Milk:** The breast milk secreted by a mother who has delivered a preterm baby is different from milk of a mother who has delivered a full term baby. This milk contains more protein, sodium, iron, immunoglobulin & calories appropriate for the requirement of the preterm neonates.
5. **Fore Milk:** It is secreted at the starting of the regular breastfeeding. It is more watery to satisfy the baby's thirst and contain more protein, sugar & minerals.
6. **Hind Milk:** It is secreted towards the end of regular breastfeeding & contains more fat and energy. For optimum growth & to fulfill adequate fluid & nutritional requirement, both fore milk & hind milk are needed for the baby.

Storage of Breast Milk

- Human milk can be stored at room temperature for 6-8 hours.
- Expressed milk can be stored in an insulated cooler bag with icepacks for 24hours.
- Breast milk can be stored in the refrigerator for about 5 days at about 40°F.
- It can also be kept in a freezer compartment of a fridge for up to two weeks at 0 -5°F
- It can be stored in a deep freezer for about 3-12 months.
- Breast milk should be stored in BPA (Bisphenol A) free containers.

Signs of Effective Breastfeeding

- Frequent feedings 8-12 times daily.
- Intermittent episodes of rhythmic sucking with audible swallows should be heard while the infant is nursing.
- Infant should have about 6-8 wet diapers in a 24 hour period once breast feeding is established.
- Infant should have minimum of 3-4 bowel movements every 24 hours.
- Stools should be about one tablespoon or larger and should be soft and yellow after day 3.
- Average daily weight gain of 15 -30g
- Infant has regained birth weight by day 10 of life.

Breast Milk Contents

Proteins: Human milk contains two types of proteins: whey and casein. Whey Energy source (lactalbumin predominant protein) & Casein Energy source (low content relative to cow's milk) Approximately 60% is whey, while 40% is casein. Lactoferrin inhibits the growth of iron-dependent bacteria in the gastrointestinal tract.

Secretory IgA also works to protect the infant from viruses and bacteria, specifically those that the baby, mom, and family are exposed to. It also helps to protect against *E. coli* and possibly allergies. Other immunoglobulin, including IgG and IgM, in breast milk also help protect against bacterial and viral infections.

Lysozyme is an enzyme that protects the infant against *E. coli* and Salmonella. It also promotes the growth of healthy intestinal flora and has anti-inflammatory functions.

Fats: It is necessary for brain development, absorption of fat-soluble vitamins, and is a primary calorie source. Long chain fatty acids are needed for brain, retina, and nervous

system development. They are deposited in the brain during the last trimester of pregnancy and are also found in breast milk.

Vitamins: The amount and types of vitamins in breast milk is directly related to the mother's vitamin intake. Fat soluble vitamins, including vitamins A, D, E, and K, are all vital to the infant's health. Water soluble vitamins such as vitamin C, riboflavin, niacin, and pantothenic acid are also essential.

Carbohydrates: Lactose is the primary carbohydrate found in human milk. Lactose helps to decrease the amount of unhealthy bacteria in the stomach, which improves the absorption of calcium, phosphorus, and magnesium. It helps to fight disease and promotes the growth of healthy bacteria in the stomach.

Benefits of Breastfeeding

A. Benefits of Breastfeeding to Mother

1. This promotes mother and child bonding.
2. It prevents uterine bleeding in the mother after delivery.
3. This is a natural form of Family Planning or helps to delay next pregnancy.
4. This reduces the risks of breast and ovarian cancer in the mother.
5. This saves time and precious expenses need not be used for buying milk powder and health care.
6. Reduces post-delivery bleeding and anemia
7. It helps to loose overweight.

B. Benefits of Breastfeeding to Baby

1. This provides the best possible nutrition to the young child.
2. Complete food for the first six months
3. Perfect nutrition
4. Higher IQ
5. Emotional bonding
6. Prevents infections or it reduces the incidence of coughs and colds, ear infections, bronchitis, pneumonia, meningitis and diarrhea through its protective factors.
7. Prevents chronic diseases
8. Easily digested
9. It is essential for the optimal physical, emotional and mental development of the child. Breastfed child are also smarter.

C. Benefits of breastfeeding to family and community

1. Economical Gain or economical in terms of saving of money, time & energy.
2. Family has to spend less on milk, health care and illness.
3. Less chances of environmental pollution.
4. Community expenditure on health care & contraception are reduced. It is economic for the families, hospitals, communities and for countries.

How Long To Breastfeed

- a) Newborns can nurse for 5 to 10 minute per breast; every 2 to 3 hours. This comes to about 10 to 12 feedings per day. In the beginning, there is only colostrum, and there's not very much of it, so be ready to feed often but for short durations.
- b) One month or more: as baby gets older, his stomach will get larger. He will nurse less frequently but for a

longer duration at each feeding session. For example, he may nurse 20 to 40 minute per breast every 3 to 4 hours.

- c) By 6 months, Baby may breastfeed for 20 to 40 minutes per breast; 3 to 5 times per day.

Technique of Breast Feeding

1. Preparation of mother
2. Positioning of the mother
3. Latching

Preparation of mother

1. Mother should be comfortable and relaxed physically and mentally before giving breast feed.
2. She should wash her hands and can have a glass of water or milk.

Positioning of the mother

1. Side lying position
2. Football hold position
3. Cradle hold position
4. Cross cradle hold position
5. Saddle Hold
6. Twin Football Hold

Latching

1. Signs of Correct Attachment or Latching

- Mouth wide open
- Lower lip is turned outside
- Chin touching the breast
- Black part of the breast (areola) not visible below the lower lip
- Large black portion of breast (areola) and nipple including milk collecting ducts are inside baby's mouth
- Tongue under the teat

2. Incorrect attachment or Latching

- Mouth is not wide open
- Chin is away from the breast
- Baby is sucking only nipple
- Most black portion of the breast is outside the baby's mouth
- Tongue away from the teat

Causes of incorrect position

- Use of feeding bottles Leads to nipple confusion
- Inexperienced mother
- Functional difficulty with the mother or the baby
- Lack of skilled support

Contraindication of Breastfeeding

'Real'

R - Radiotherapy

E - Ergometrine therapy

A - Antimetabolites therapy

L - Lithium therapy

Others

- Drugs
- Cancers
- Breast surgery
- Breast injury
- HIV infection
- Radiotherapy

- Ergometrine therapy

Problems of Breastfeeding

- The baby who does not suckle
- The baby who refused on breast
- Inverted nipple
- Sore nipple
- Breast engorgement
- Breast abscess
- Working mother

Breastfeeding during the Covid-19 Pandemic

WHO RECOM Mendation

WHO recommends that mothers with suspected or confirmed COVID- 19 should be encouraged immediate or continue to breastfeed. Mother should be counseled that the benefits of breast feeding substantially outweigh the potential risks for transmission.

Mother and infant should be enabled to remain together while rooming –in through out the day and night and to practice skin to skin contact, including kangaroo mother care, especially immediate after birth and during establishment of breastfeeding, whether they or their infants have suspected or confirmed COVID-19.

Breast milk is the best source of nutrition for babies and protects them against illness. Disruption of breastfeeding can lead to a drop in milk supply, refusal by the infant to take the breast, and a decrease in protective immune factors contained in breast milk.

But mothers will be understandably worried and asking themselves whether coronavirus can be passed on through breastmilk and what they can do to protect themselves and their babies Mothers and babies safe during the COVID-19 crisis.

Continue to breastfeed while taking care with hygiene

So far, the virus has not been found in breast milk and all mothers are advised to continue breastfeeding, while practicing good hygiene during feeding. These include the 3 Ws:

1. Wear a mask during feeding,
2. Wash hands with soap before and after touching the baby,
3. Wipe and disinfect surfaces regularly.

The main risk for a baby is catching the virus from close contact with the mother or another infected member of the family. If anyone is sick in the household, take extra care to protect your baby by practicing the 3 Ws.

Some mothers may choose to wear a mask during feeding as a routine to ensure that their child is fully protected. If a mother suspects that she may have contracted coronavirus, she may wish to express her breastmilk and feed the baby using a clean cup or cup and spoon.

Take additional hygiene measures and continue to breastfeed if you fall sick

Mothers who get coronavirus shortly before giving birth and begin breastfeeding, and those who become infected while breastfeeding, will produce immune factors (antibodies) in their milk to protect their baby and enhance the baby's own immune responses. This means that continuing to breastfeed is the best way to fight the virus and protect your baby.

If a mother does fall ill with symptoms of fever, cough or

difficulty breathing, she should seek medical care early, and follow instructions from a health care provider.

Mothers who are well enough to breastfeed should continue to do so, taking additional care with hygiene by practicing the 3 Ws including wearing a mask whenever near to the baby.

Use a cup and spoon to feed babies with expressed breastmilk when too sick to breastfeed

When mothers are too ill to breastfeed, they should seek immediate medical advice. It may still be possible to express milk and ask a non-infected member of the family to feed the baby using a clean cup or cup and spoon. It will be even more important to follow the 3 Ws at all times to keep the baby healthy and safe.

Take extra care when formula feeding

Breastfeeding is the best way of providing ideal food for the healthy growth and development of babies. However, there are instances where a mother is unable to breastfeed or where she has decided not to breastfeed.

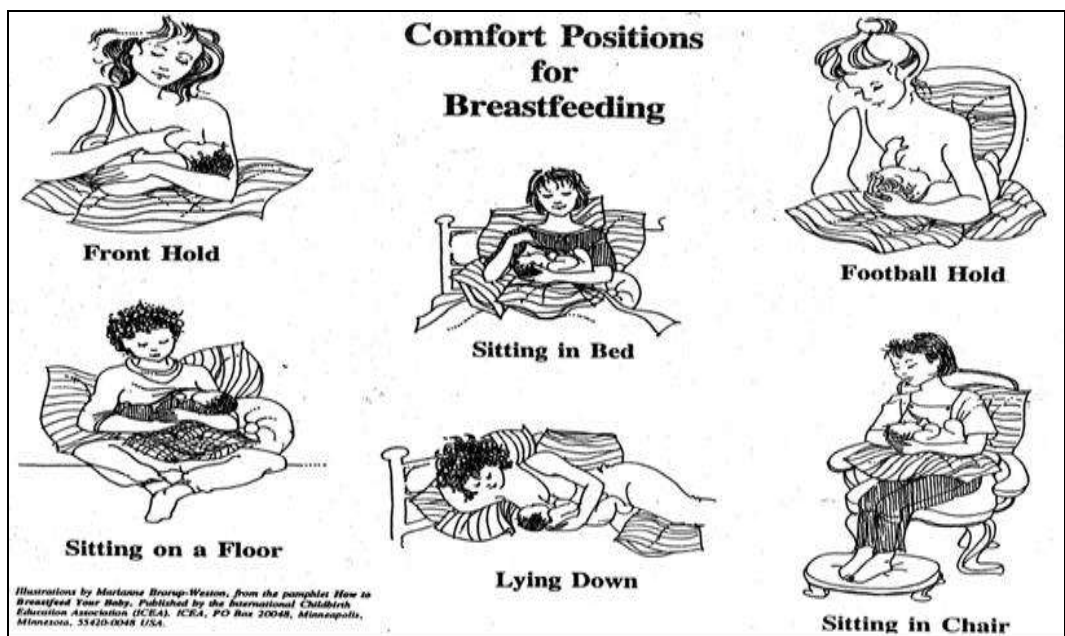
In addition, the widespread marketing of formula milks undermines the confidence of many mothers and encourages them to feed their babies using bottles and formula milks. In these cases, it is especially important that babies are being fed according to the instructions on the packaging and that extra care is taken with thoroughly washing bottles, teats

and any other equipment used. The 3 Ws should be followed at all times.

The current evidence shows that corona virus is not transmitted by the breastmilk

Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) virus, causing coronavirus disease 2019 (COVID-19), has taken pandemic proportions. All ages are vulnerable to get infected by this highly infectious virus. The coronavirus spreads through droplets, released during coughing and sneezing, and aerosols. The virus enters in the body through eyes, nose, and mouth directly when a person is very close to the patient or through contaminated hands and wipes coming in contact with the face.

World Health Organization recommends exclusive breastfeeding for infants born to COVID-positive mothers without significant risk to the infants. The mother must maintain respiratory hygiene, wear mask, and wash hands frequently with soap and water or sanitize hands with alcohol-based sanitizer (having more than 70% alcohol), especially before and after breastfeeding. New studies claim that breastfeeding even protects baby against coronavirus infection by secreting antibodies produced by the mother against coronavirus. Breastfeeding keeps baby healthy, develops good immunity in them against several serious infections, and helps in achieving adequate growth and development.



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