

WORLD BREASTFEEDING WEEK (AUGUST 1ST TO AUGUST 7TH)

Sustaining Breastfeeding Together.



Breast feeding is organized and promoted worldwide by the WABA (World Alliance for Breastfeeding Action), WHO (World Health Organization) and UNICEF (United Nations International Children’s Emergency Fund) to get the goal of elite breastfeeding by mother for their baby of first six months in order to get the incredible health benefits, to fulfil the all vital nutrients, to encourage mother for the healthy growth and development of their child, to guard them from the lethal health problems and diseases including neonatal jaundice, pneumonia, cholera and many more.

AIMS OF THE BREAST FEEDING CAMPAIGN

- To make aware the peer group to support mothers in order to establish and carry on the breastfeeding.
- To initiate the breastfeeding supporters to be trained to provide support to mothers and babies in more effective ways.
- To make aware the people to attend and expand the Peer Counseling programmes by letting them know the effective and efficient benefits of the Peer Counseling.
- To call on the governments to get more and worldwide maternity facilities in order to increase the rate and duration of elite breastfeeding.
- To discover the contacts of the neighbouring community support so that breastfeeding mothers can go them to get help and support after delivery.

There are five circles of support from which a mother should get assistance for breast feeding. A woman is surrounded by these circles of support which are Family and Social Network, Workplace and Employment, Government or Legislation, Healthcare and Response to Crisis or Emergency.

SixFortyNine

**The First Six Weeks:
Breastfed Baby Goal Chart**

Day	Urine	Stool	Stool Color
1	1	1	black, tarry
2	2	2	brown/black, tarry
3	3	3	greenish
4	4	3-4	greenish-yellow
5	5-6*	3-4	yellow

*5-6 wets once milk has come in

Feedings	8-12/24hr
Wet	5-6/24hr
Stool	3-4/24hr

Substances

Breastmilk Formula

Methods

Breast Bottle

Cup/Syringe/SNS/finger

Input

Boys' Birthweight

%ile	Lbs	Max Drop
25 th	6.7	6.03
50 th	7.75	6.975
75 th	8.1	7.29

Girls' Birthweight

%ile	Lbs	Max Drop
25 th	6.5	5.85
50 th	7.5	6.75
75 th	7.8	7.02

Gain

0-4m	5-7oz/wk
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Results

The Breastfed Baby

- Immune system.** Responds better to vaccinations. Human milk helps to mature immune system. Decreased risk of childhood cancer.
- Eyes.** Visual acuity is higher in babies fed human milk.
- Higher IQ.** Cholesterol and other types of fat in human milk support the growth of nerve tissue.
- Endocrine system.** Reduced risk of getting diabetes.
- Skin.** Less allergic eczema in breastfed infants.
- Ears.** Breastfed babies get fewer ear infections.
- Mouth.** Less need for orthodontics in children breastfed more than a year. Improved muscle development of face from suckling at the breast. Subtle changes in the taste of human milk prepare babies to accept a variety of solid foods.
- Throat.** Children who are breastfed are less likely to require tonsillectomies.
- Arthritis.** Less common in children who were breastfed.
- Bowels.** Less constipation.
- Urinary tract.** Fewer infections in breastfed infants.
- Appendix.** Children with acute appendicitis are less likely to have been breastfed.
- Kidneys.** With less salt and less protein, human milk is easier on a baby's kidneys.
- Respiratory system.** Breastfed babies have fewer and less severe upper respiratory infections, less wheezing, less pneumonia and less influenza.
- Heart and circulatory system.** Breastfed children have lower cholesterol as adults. Heart rates are lower in breastfed infants.
- Joints and muscles.** Juvenile rheumatoid arthritis is less common in children who were breastfed.