



☉ From birth to 6 months

- Your baby needs a constant intake of nutrients to support his rapid growth
- Breast milk is the ONLY food he needs

☉ Breast milk

- Is the ideal food your baby
- Provides numerous benefits for both mum and baby

☉ Breast milk goodness for your baby

- Provides nutrients in right composition and balance to promote optimal growth and development in the first 6 months of life
- It is easily digested and absorbed by your baby's immature digestive tract
- Contains antibodies, prebiotics, growth factors and enzymes that strengthen your baby's immune system, thus reducing susceptibility to infections
- Reduces common allergies and protects against asthma
- Improves cognitive and motor development. Contains DHA (Docosahexanoic acid) and AA (Arachidonic acid) for brain and eye development

☉ Breastfeeding benefits for you

- Is convenient, always available and free
- Shortens the time required for uterus to return to its normal size
- Reduces risk of various cancers (i.e. breast, uterine and ovarian)
- A "trimmer" you – Breast feeding helps burn between 500 and 600 calories per day and gets you back in shape
- Helps develop a strong emotional bond with your baby
- Less likely to become pregnant in early months



WHAT EXPERTS SAY...



As per World Health Organization (WHO) "exclusive breastfeeding for 6 months is the optimal way of feeding infants. There after infants should receive complementary foods with continued breastfeeding upto 2 years and beyond"



Did You know?

Breastfed babies

- Learn and develop better control of their milk intake thus reducing risk of childhood obesity
- Are exposed to a variety of tastes from their mum's breast milk and are thus more likely to accept various new foods
- Adjust their metabolism and hormones to influence their fat storage

IMPORTANT INFORMATION

Breast milk is the best food for babies as it is the sole source of nutrition for the first 6 months of life and is recommended to be continued until 2 years, with introduction to appropriate complementary foods after 6 months of age.

A. Following are the details of advantages, as also nutritional superiority of breast-feeding :

- i)** Immediately after delivery, breast milk is yellowish and sticky. This milk is called as Colostrum, which is secreted during the first week of delivery. Colostrum is more nutritious than that of mature milk because it contains more protein, more anti-infective properties which are of great importance for the infant's defence against dangerous neo-natal infections. It also contains higher level of Vitamin 'A';
- ii)** Breast Milk -
 - a) Is a complete and balanced food that provides all the nutrients needed by the infant (for the first six months of life);
 - b) Has anti-infective properties that protect the infants from infection the early months;
 - c) Is always available;
 - d) Needs no utensils or water (which might carry germs) or fuel its preparations;
- iii)** Breast-feeding is much cheaper than feeding infant milk substitutes as the cost of the extra food needed by the mother is negligible compared to the cost of feeding infant milk substitutes;
- iv)** Mothers who breast-feed usually have longer periods of infertility after child birth than non-lactators;

B. Details of management of breast-feeding, are as under :

- i)** Breast-feeding-
 - a) Immediately after delivery enables the contraction of the womb and helps the mother to regain her figure quickly;
 - b) Is successful when the infant suckles frequently and the mother wanting to breast-feed is confident in her ability to do so;
- ii)** In order to promote and support breast-feeding the mother's natural desire to breast-feed should always be encouraged by giving, where needed, practical advice and making sure that she has the support of her relatives;
- iii)** Adequate care for the breast and nipples should be taken during pregnancy;
- iv)** It is also necessary to put the infant to the breast as soon as possible after delivery;
- v)** Let the mother and the infant stay together after the delivery, the mother and her infant should be allowed to stay together (in the hospital, this is called "rooming-in");
- vi)** Give the infant Colostrum as it is rich in many nutrients and its anti-infective factors protect the infants from infections during the few days of its birth;
- vii)** The practise of discarding Colostrum and giving sugar water, honey water, butter or other concoctions instead of Colostrum should be very strongly discouraged;
- viii)** Let the infants suckle on demand;
- ix)** Every effort should be made to breast-feed the infants whenever they cry;
- x)** Mother should keep her body and clothes and that of the infant always neat and clean,