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# World Breastfeeding Week: Start your breastfeeding journey with these simple tips

This year's theme is "Let's make breastfeeding and work, work!"

By: **Lifestyle Desk**  
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World Breastfeeding Week aims to support and encourage breastfeeding as a vital aspect of health and well-being for both mother and child.

Every year, **World Breastfeeding Week** is celebrated in the first week of August. It is observed globally in an attempt to raise awareness about the importance of breastfeeding and its benefits. Its main aim is to support and encourage breastfeeding as a vital aspect of health and well-being for both mother and child.

In 2018, a World Health Assembly resolution endorsed World Breastfeeding Week as an important health promotion strategy. This year's theme is "Let's make **breastfeeding** and work, work!" The idea behind the theme is to support women who breastfeed their babies while they choose to work. They should not have to choose between their work and breastfeeding their children.

While we all are aware of the **nutritional benefits** of breastfeeding for the baby, which provides essential antibodies, nutrients, growth and digestive hormones, Dr Latha Balasundaram, Head – Physiotherapy and Lactation Expert, Fernandez Hospitals, **Hyderabad** said that breastfeeding also helps the mother in postpartum recovery, reduces chances of postpartum bleeding, prevents certain cancers, reduces osteoporosis and creates a strong bond with the baby.

At the same time, it is possible that as a new mother, you are inundated with advice on breastfeeding from all quarters, which might leave you more confused than ever. So, we turned to Dr Balasundaram who shared some do's and don'ts for breastfeeding mothers. Here are some tips by the expert to help you with your **breastfeeding journey**:

## Do's

\*Once the baby is born and thereafter, the mother and baby should spend time with skin-to-skin contact. Skin-to-skin contact has proven to have many benefits including a good kickstart to breastfeeding and bonding.

\*Breastfeed the baby soon after birth or in the 1st golden hour of birth. It makes use of hormones and alertness to effectively breastfeed.

\*Ensure no other pre-lactal feed is given to the baby before **breast milk**.

\*Ensure a proper latch. It can be an important start to a smooth breastfeeding journey.

\*Burp your baby after every feed or even in between feeds to ensure they are comfortable.

\*Always learn two or more positions that you can hold your baby to breastfeed.

\*Learn to understand your baby's hunger cues and let your baby guide you on how often and how long to feed. This is called responsive feeding or demand feeding.

\*Eat a **well-balanced diet** and drink plenty of fluids to stay comfortable while breastfeeding.

## Don'ts



Breastfeeding helps the mother in postpartum recovery, reduces chances of postpartum bleeding, prevents certain cancers, reduces osteoporosis and creates a strong bond with the baby. (Source: Freepik)

\*Avoid introducing pacifiers, teats and bottles to the baby early since it hinders the time spent at the breast and alters an **effective latch** for breastfeeding.

\*Do not consider signs of painful, hard or swollen breasts as normal; seek assistance promptly.

\*Avoid tight bras while breastfeeding. It could cause blocked milk ducts and the **flow of milk**.

\*Limit caffeine and **alcohol intake**.

\*Do not self-medicate yourself while breastfeeding. Always consult a healthcare professional if you need to take any medications while breastfeeding.

\*Avoid exposing your baby to second-hand smoke.

\*Avoid eliminating particular foods or overeating certain foods from your diet in an attempt to make more milk. All food groups in moderation are recommended unless the mother has a particular food allergy.

"If you encounter any hurdles along the way, seek the help and support of a lactation expert if needed. Take time to nourish your body both physically and emotionally. It will make your breastfeeding journey a pleasurable one!" she concluded.

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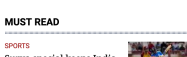
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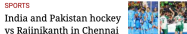
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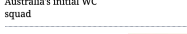
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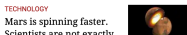
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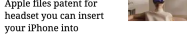
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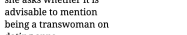
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