

BREASTFEEDING PROMOTION, A NEVER ENDING JOURNEY

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Outline:

Breastfeeding

Barrier to
breastfeeding
succesfullness

Exclusive
breastfeeding

Strategy to promote
breastfeeding

Benefit of
breastfeeding

Challanges and what
next?

What's going on?: BIG PROBLEM

- * The percentage of those who are exclusively breastfeeding in Indonesia is about 54.3% (Pusdatin, 2015).
- * This figure is very far from the Indonesian health objective set forth by the Department of Health in which, the proportion of mothers who exclusively breastfeed their infants should increase to **80** percent.

Breastfeeding

- * Breastfeeding is a child feeding method where the child receives some breast milk but can also receive any food or liquid including non-human milk
- * Exclusive breastfeeding refers to “the practice of feeding only breast milk (expressed breast milk is included) and allows the infant to receive vitamins, minerals or medicine; whereas water, breast milk substitutes, other liquids and solid foods are excluded”

How long EBF?

- * In 2001, WHO changed its recommendation for exclusive breastfeeding from **four** to **six** months of age to exclusive breastfeeding until six months of age

Benefit of breastfeeding

- * Breastfeeding is not only benefits the child but mother, family, community, and world as a whole.
- * This is because breastfeeding offers health benefits for both mother and child economics benefits for the immediate family and the country as well as environmental benefits for the community, country, and the world in general.

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- * Significant nutritional, anti-allergenic, immunological and psychological benefits of breast milk have been identified. Many studies have described the unique advantages of human milk
 - * nutrients percentage contained in breast milk are exactly suits the needs of the infant to grow and develop.
 - * Moreover, Over six month following birth, breast milk transformed from colostrum into mature milk, which protects the infant from gastrointestinal tract and respiratory organs infections, as well as providing protection during the development of the immune system while the immune system

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- * Clinical experiments have established the value of breastfeeding in preventing otitis media, gastroenteritis, asthma, shigella infection, and a variety of other diseases.
 - * For the mother, lactation facilitates a faster return to a pre-pregnant weight while suppressing ovulation for many. The economic advantage and the enhancement of the mother-infant bond have also been discussed as important benefits to breastfeeding
 - * Furthermore, demonstration the mother's love to the infant during the breastfeeding process contributes to the development of a healthy personality in an infant

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- * Due to healthier breastfeed babies and mothers, breastfeeding has been found to decreased health cost to families, employers, and society

Barrier to breastfeeding successfulness

- * Lack of knowledge among health care professionals can lead to inappropriate advice. This kind of support is negative. Moreover, many hospitals' practices are unfavorable to breastfeeding.
- * Added to the problem is the fact that in some hospital practices, attitudes of health care personnel and aggressive marketing of commercial formula encourage the choice of formula feeding.

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- * The infant feeding decision is complex and involves the influence of psychological, social, and economic factors, and health care system.
 - * education and social support as the key factors in the promotion of breastfeeding.
 - * Due to lack of knowledge, sociocultural, economic, and personal reasons, women may choose to bottle-feed completely. Those who do intend to breastfeed may supplement too early with formula, thus undermining the establishment of lactation, or have potentially remediable problems that lead to premature discontinuation of breastfeeding

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- * maternal age, marital status, educational level, and socioeconomic status contributed to premature breastfeeding discontinuations

Strategy to promote breastfeeding

- * A mother support group (MSG) program has been conducted as a pilot project to promote breastfeeding, especially exclusive breastfeeding in Indonesia.
- * The program is based on community empowerment.
- * In the MSG, mothers can share about breastfeeding and other health problems. Eligibility is the main principle in this program, so they will feel free to speak and share each other.

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- * The objectives set by the *MSG* for improving breastfeeding practice which includes knowledge, skills, and attitude are modifiable variables that can be changed to enhance breastfeeding practice



- * Enhancing Social support

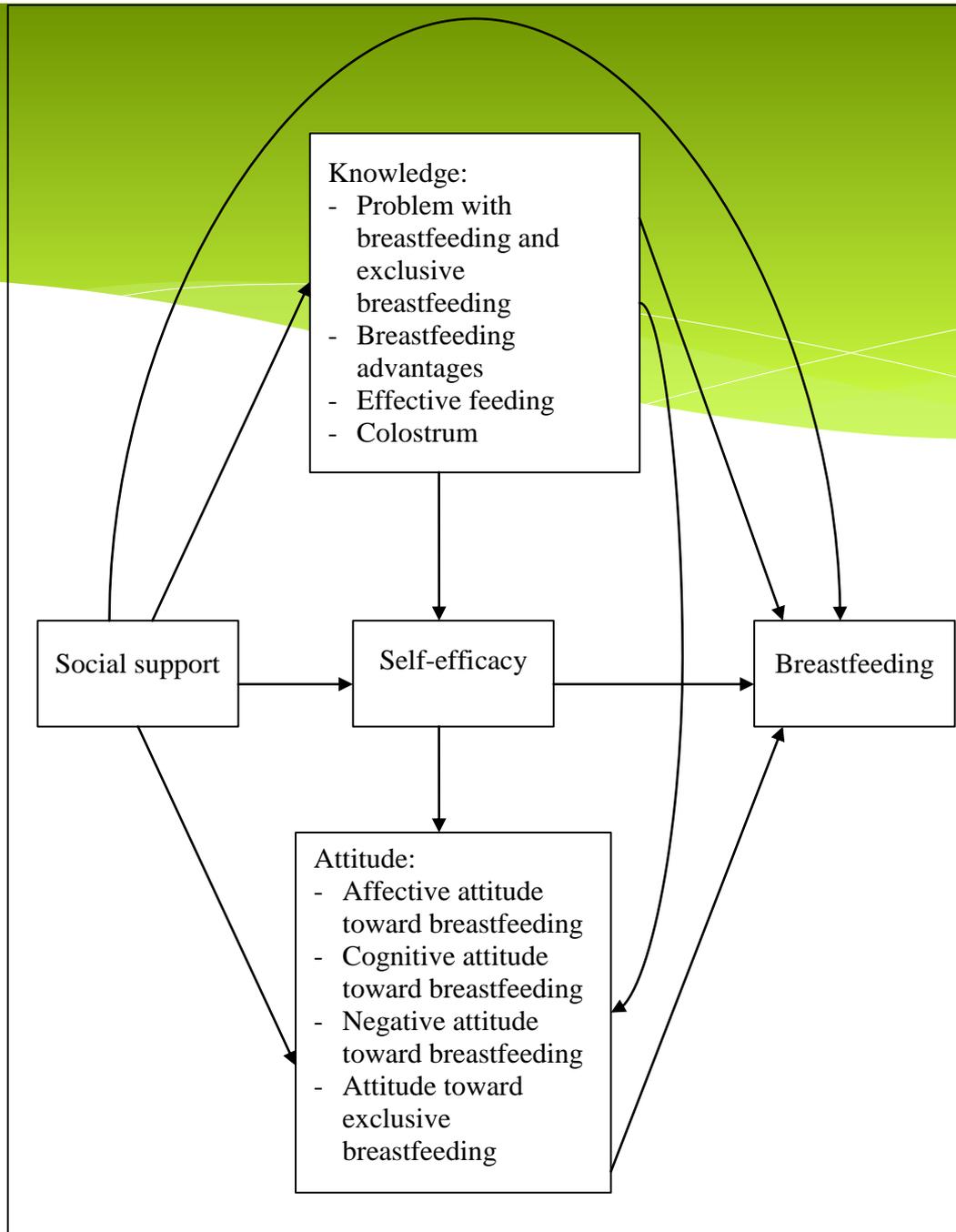
Social support can be provided by many types of people, both in one's informal network, such as family, friends; and in more formal helping network for example, health care professionals



* Law and regulation supporting breastfeeding

PP No. 33 tahun 2012 tentang Pemberian ASI Eksklusif

* Improving mother regarding knowledge, attitude and self-efficacy toward breastfeeding



Challenge and what's next?

- * Some homework for us to promote breastfeeding
- * Multisectoral, never ending journey
- * Never give up, be spirit
- * Bismillah

Thank you

* Any questions/ comments/ Suggestions?