

# 'Amrutam: The Lifeline'

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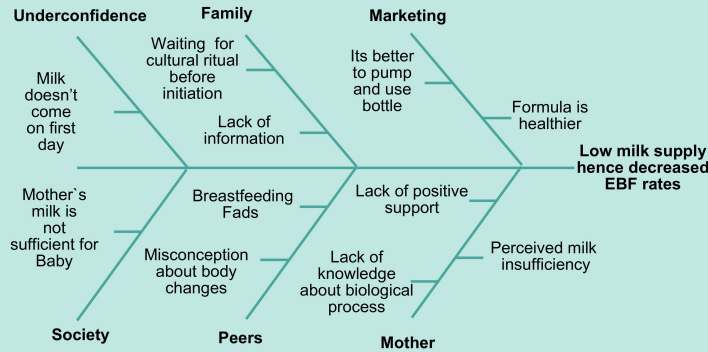
## Introduction

- As per the analysis done by The National family health survey- 4, and published in an international journal on breast feeding, Overall, about 55% of the children (0–5 months) were exclusively breastfed(EBF) in India.
- WHO recommends six months of EBF.
- Research has shown antenatal education and/ or early counselling of mother/family and initiation of breastfeeding within first few hours of delivery is the answer

## Aim/Objective

- The objective is to see the effect of antenatal education and /or early counseling and early initiation of breastfeeding
- Unit Aims to increase exclusive breastfeeding at the time of discharge of uncomplicated delivery.

## Reasons for decreased EBF rates

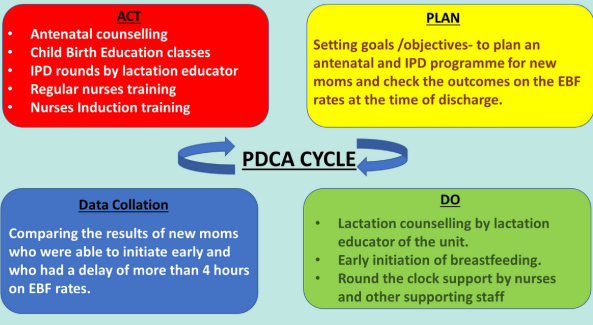


## Planned a retrospective study included 100 primiparous women no nipple conditions ( flat/inverted)

Group A (50 women) Jan'2023 to Dec'2023	Group B (50 women) Jan'2023 to Dec'2023
Received either or both Antenatal Education and early lactation counseling post delivery for breastfeeding by unit lactation educator(LE) resulting in early initiation of breastfeeding	Did not opt for antenatal education session and had a delay in getting lactation counselling by unit LE or delay because of any other medical reason

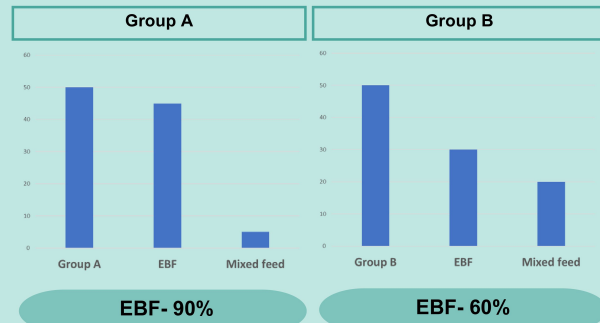
## Program Development

Fitness	Information	Wellness
<b>Pregnancy Fitness/ Yoga</b>	<ul style="list-style-type: none"> <li>Conducting Childbirth education sessions</li> <li>Baby care</li> <li>Breastfeeding information sessions</li> </ul>	<ul style="list-style-type: none"> <li>Pregnancy Massages</li> <li>Lactation support programme</li> </ul>
<b>Conducting antenatal and postnatal fitness sessions</b>	<ul style="list-style-type: none"> <li>Antenatal education sessions with Experts ( OBGYN, Neonatologist, Nutritionist, Anaesthetist etc)</li> <li>IPD rounds for Lactation.</li> <li>Early initiation of breastfeeding</li> <li>Nurses training, Induction Training(Virohan)</li> </ul>	Reflexology in IPD to relax new mom.



## Results

Group A	Group B
Out of 50 women, 45 women were exclusively breastfeeding at the time of discharge.	Out of 50 women, 30 women were exclusively breastfeeding at the time of discharge.
Reasons of giving top feed in 5 women were -	Reasons for giving top feed in the early hours:
<ul style="list-style-type: none"> <li>Family pressure</li> <li>Ritual</li> <li>Mother preference/comort</li> </ul>	<ul style="list-style-type: none"> <li>Mother milk not sufficient</li> <li>not enough milk</li> <li>top feed is more filling</li> <li>mother preference( lack of confidence)</li> </ul>
Overall EBF percentage being 90%.	Overall EBF percentage being 60%.



## Consulion



- Childbirth and feeding is a physiological process but lactation support is required to make mothers understand the science.
- It makes her confident to hold, position, and latch her baby.
- Hence increasing the possibility of feeding exclusively.
- Knowledge increases Confidence.



## Sustainance

- This is in sync with "surakshit matrutva" initiative of GOI
- regular emphasis
- Regularly updated about the antenatal services
- Family education
- Nurses Training on Lactation support.(maternity ward)
- Nurses induction training (Virohan)
- Regular follow up with primary healthcare provider team.
- Breastfeeding sessions
- Early counselling by Lactation Educator in IPD
- Early initiation of breastfeeding post delivery and follow-up till discharge.