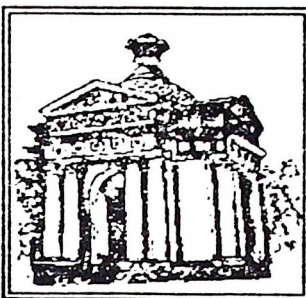




IMA NEWS

President
Dr. V.K. Arora

Hon. State Secretary
Dr. G. Seshubabu



Editorial.....

Baby Friendly Hospital Initiative

Dear Members,

Following the initiative by the present executive, it has been decided that IMA Pondicherry should bring out a news letter or a bulletin at regular intervals, so as to communicate and interact with all its members in a better manner. In the inaugural issue of this bulletin it has been decided to focus our attention on a very interesting concept which has become a "GLOBAL INITIATIVE" on the recommendation of WHO and UNICEF.

Innocenti declaration was adopted by 32 governments and 10 United Nations and other agencies at a WHO/UNICEF meeting on 1st August 1990. This declaration aims to protect, promote and support BREAST FEEDING Practices and to create a baby friendly world. This concept was also supported at world summit for children, United Nations held on 30 September 1990. They have urged the governments and societies to make appropriate changes in their nations so as to make the hospitals baby friendly. "BABY FRIENDLY HOSPITALS" is a term coined by Mr. James Grant, Executive Director of UNICEF. Any hospital or maternity service that implements all ten essential steps to successful breast feeding (A joint WHO/UNICEF statement 1989) is recognized as a baby friendly hospital. accepted by professional organizations like IMA, IAP, FOGSI, IHA, ACASH, TNA, BPNI and

**** INVITATION ****

IX Annual Conference of the IMA Pondicherry is to be held on the 10th & 11th October 1992. The Organising committee take the pleasure of inviting you to attend the conference.

others. In pondicherry there has been a surge of interest and a few leading nursing homes have expressed their desire to become Baby friendly by this year end. Necessary steps have been initiated in this direction.

The Ten Steps to be adopted by the hospitals providing maternity services and care for new born infants to become baby friendly include:

1. Have a written breast feeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breast feeding.
4. Help mothers initiate breast feeding in a half-hour of birth.
5. Show mothers how to breast feed and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk unless medically indicated.
7. Practice rooming-in. - Allow mothers and infants to remain together - 24 hours a day.
8. Encourage breast-feeding on demand.
9. Give no artificial teats or pacifiers (also

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called dummies or soothers) to breast-feeding infants.

10. Foster the establishment of breast-feeding support groups and refer mothers to them on discharge from the hospital or clinic.

Through this bulletin we would like to elicit your reactions, comments and ideas regarding the future activities of IMA Pondicherry. Wish to meet you in the Annual conference.

Yours Sincerely,

S. Srinivasan

Sr. Vice President.

A list of the hospitals and nursing homes at pondicherry is to be prepared for sending to the H.Q. State implementation committee of the baby friendly initiative will assess and certify such hospitals / nursing homes. Kindly send the addresses of hospitals or nursing homes desiring for certification.

**ATTENTION!!!
Kindly pay your
subscription dues.**



From the President.....

Dear members,

It gives me a great pleasure to share my views with you in this news bulletin of Indian

Medical association, the first issue in 1991-1992. I am sure Dr.S.Srinivasan Senior Vice -President being the editor will endeavor to bring out the news bulletin regularly.

This news bulletin is dedicated to "Baby Friendly Hospital Initiative", the meeting of which was held at the Head Quarters of Indian Medical Association on 27th March, 1992. As it stands, this initiative has to be implemented in 1000 public friendly hospitals in India by the end of 1992 with the help of UNICEF.

I am sure all the Nursing homes in Pondicherry state will get the certification by implementing the "Ten Steps to Successful Breast Feeding".

AIDS, being a public health concern, merits some attention. At local national and international levels, the struggle against it has started in right earnest. We are learning gradually how to dominate AIDS rather than allowing aids and its phobia to dominate us. All the members of Indian Medical Association stand great responsibility to fight against this menace. It is time for all of us to educate the public about its awareness.

We are all deeply concerned regarding the consumer protection Laws and its implementation. It is time to unite, discuss and fight against the sinister implications of such a system that will make medical profession defensive and cost of medical treatment prohibitively costly to the society. I am sure, with our strong commitment to the profession and sincerity of service to the society, we will bring fresh meaning to the Doctor - Patient relationship.

We are going to have our Annual Pondicherry State Conference on 10th and 11th October with Dr. Prabhakara Rao, Vice-President, IMA as its chairman. The copy of the programs must have been received by you. It is my earnest appeal that all of you should come and attend this conference to make it a grand success.

V. K. Arora

IMA insignia

During the early years the emblem of IMA was designed and adopted to be used on all official stationary. The emblem gives the year of establishment of IMA as well as its name. The significance of a torch depicting knowledge, snakes depicting medicine and twigs with leaves depicting peace and tranquility.

The emblem cannot be used on personal stationary of any member.

EXCLUSIVE BREASTFEEDING - ITS VALUE IN FIRST 4-6 MONTHS OF LIFE

Exclusive breastfeeding is a relatively new concept, developed by scientific research in the area of human milk production (lactation). Exclusive breastfeeding refers to feeding the baby only on breastmilk and nothing else, not even water in the first 4 to 6 months of life.

It has been established scientifically that in the first 4 to 6 months of life, all that a baby needs is breast-milk. There is no need for any other milk food or drink, not even water in hot and dry weather. Breastmilk is nature's specially created complete food for your child. It provides all the nutrients the baby requires in any easily digested form. Its composition also changes from feed to feed to suit the needs of the baby.

Exclusive breastfeeding should start immediately after birth. The yellowish milk which is produced in the first 2 to 3 days is called colostrum. This is highly nutritive and protects the child from infections and allergies. Though small in quantity it is sufficient for the baby in the first 2 to 3 days. Colostrum should never be discarded as is the practice in some communities. Nothing should be given immediately after birth. Infact the baby should be put to the breasts as early as possible. Early initiation to suckling leads to better milk production.

Exclusive breastfeeding is a mother's privilege and she should enjoy feeding her baby. Exclusive breastfeeding in the first 4 to 6 months will give your baby the best possible start of life.

It is quite common for mothers to feel that their babies are not getting enough and to start the baby off on top milk. However this feeling of insufficiency is more apparent than real. All mothers can produce sufficient milk. Breastfeed more often and the flow of milk will increase. More the baby suckles the breast, more the milk produced.

Crying does not always mean that the baby is hungry. He or she could be crying out of discomfort, wet nappies or simply because he or she wants to be carried and cuddled.

If the baby passes light coloured urine 6 times a day and puts on 1/2 to 1 kg in a month, the mother can be assured that the baby is healthy and is getting more than enough.

Further it is quite normal for exclusively breastfed babies to have small loose stools several times a day or sometimes not pass stools for 4 to 5 days or bring out a little milk every now and then. As long as the baby is happy and active and passes urine 6 times a day there is no need for worry, it is not diarrhoea.

There is no special diet for a mother while she is breastfeeding. She needs to eat her normal food in an increased quantity. A healthy diet should however contain all types of foods e.g. wheat, rice, pulses, vegetables, fruit and milk. In order to successfully breastfeed the mother should eat well and take sufficient rest.

Though there is a general agreement on the fact that breastmilk is the best for the baby, there has been a considerable increase in the use of the bottle in recent times. The disturbing fact is that this fashion is now invading the rural areas. This is mainly due to conflicting views floating around and the wide spread perception among mothers that bottle-feeding and the use of commercial milks, foods are good, sophisticated and convenient. This is specially true with mothers from lower and middle income families.

Bottle-feeding can lead to serious illness and death. Cow's or buffalo's milk, milk powder solutions and other infant foods given by bottles do not give babies any protection against diarrhoea, coughs and colds and other diseases. The more often a baby is ill, more are the chances of malnourishment. A bottle-fed baby is 25 times more likely to die of diarrhoea than a baby fed exclusively on breastmilk in the first 4 to 6 months.

The best food for a baby who for whatever reason cannot be breastfed is milk squeezed from the mother's breast. It should be given with a clean cup or spoon. Cups and spoons are safer than bottles and teats.

Further commercial milk foods and animal milks are frightfully

expensive and beyond the reach of most middle class and lower income families. This in turn forces mothers to give diluted milk to the babies depriving him or her of valuable nutrition.

Once a baby is put on top milk, the frequency with which the mother's breast is suckled is reduced. This leads to lesser breastmilk production. Here again the baby will lose out.

Solid foods can be started after 4 months but definitely before 6 months. the baby at this stage requires more calories than what breastmilk can give. Breastmilk however should be continued with well into the second year.

Give your child a great start to the life with exclusive breastfeeding and remember

1. Breastmilk is all that your child requires in the first 4 to 6 months. No need for any other food or drink - not even water.
2. Start breastfeeding immediately after birth
3. Bottle-feeding is dangerous
4. Start on solids after 4 months but not later than 6 months.
5. Commercial milk foods and animal milks are inferior to breastmilk.
6. Continue breastfeeding well into 2nd year.

Dr. Arun Gupta M.D.
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