



Editor's Message



World Breastfeeding Week (WBW) is celebrated globally every year from 1st-7th August. It is celebrated by 170 countries all over the world. WBW is an international occasion to protect, promote and support breastfeeding anywhere and anytime. The theme of this year's World Breastfeeding Week is **"Breastfeeding: Foundation for Life"** — a recognition of the importance of breastfeeding to a baby's future.

Women have the greatest gift from God to be mothers. Breastfeeding is one of the most effective ways to provide children everywhere with the best start to life. Breastfeeding is also a newborn's first vaccine, providing vital antibodies and an immunity boost. Breastfeeding is indeed the foundation for life and gives growing children a once-in-a-lifetime opportunity to grow and develop to their full potential.

Two to three decades women were home makers. They breast feed their newborns till two years or even until the child became 5 years. But now the times have changed and women have to equally share the responsibilities of the family. Therefore, this affects the breast feeding routines as 90% of women go for work. This ends up with mothers not feeding the newborns and mothers substituting the breast milk with supplementary feeds which are sold in the market. In spite of being aware of the clear benefits, globally, only about two out of five of all newborns are put to the breast within an hour of birth and only 40 per cent of children under six months of age are exclusively breastfed. (WHO, 2018) The recommended is exclusive breastfeeding for the first six months of life and then supplemented breastfeeding for at least one year and up to two years or more. From the earliest moments of a child's life, breastfeeding can mean the difference between life and death. Putting newborns to the breast within the first hour of life safeguards against newborn deaths. In fact, improving breastfeeding practices could save the lives of 823,000 children under age five every year. (WHO, 2018)

There are several organizations such as World Health Organization (WHO), World Alliance for Breastfeeding Action (WABA), United Nations International Children's Emergency Fund (UNICEF) and Baby Friendly Hospital Initiative who promote breast feeding. The Objectives of the World

Breastfeeding Week are as follows:

- Inform people about the links between good nutrition, food security, poverty reduction and breastfeeding.
- Anchor breastfeeding as the foundation of life.
- Engage with individuals and organizations for greater impact.
- Galvanize action to advance breastfeeding as a part of good nutrition, food security and poverty reduction.

These recommendations include increased funding for comprehensive breastfeeding programmes, better monitoring systems to track breastfeeding trends, strengthened maternity and paternity leave provisions that encourage breastfeeding and improved breastfeeding counselling and support in health facilities.

Nevertheless, the nurses play an important role from the time of delivery to the time of discharge from the hospital. The nurse's role in support of breast feeding varies with the time and place where patient care is provided. The nurse plays a significant role in helping the mother to begin breast feeding and to enjoy it, at the same time providing her infant with optimum nutrition for his early growth and development. As we mark this year's World Breastfeeding Week, we as nurses need to recommit to doing more to help every child and mother, everywhere, realize the lifesaving benefits of breastfeeding, no matter where they live.

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Editor-in-Chief

"The Journal of Nursing Trendz" is an international double blind peer reviewed journal. It publishes articles related to nursing and midwifery. The purpose of the journal is to bring advancement in nursing education. The journal publishes articles related to specialities of nursing education, care and practice. The journal has been assigned international standard serial number **2229-6255** (print) and **2249-3190** (electronic). The journal is covered by **INDEX COPERNICUS, POLAND**, Google Scholar, database EBSCO and many other international databases.