



SIDDHI
MEMORIAL HOSPITAL
सिद्धि स्मृति अस्पताल

WORLD BREASTFEEDING

WEEK

AUGUST 1-7



2026

Breastfeeding for a
Sustainable Start in Life:
Strengthen What Works



Strengthening Newborn Care through Breast milk Collection and Supply Services Daily Breastfeeding Rounds

Breastfeeding is the foundation of optimal nutrition and the best start to life for every newborn. Recognizing its vital role in improving infant survival, promoting healthy growth, and strengthening the mother–baby bond, our hospital has introduced a Breastmilk Collection and Supply Unit (BCSU) This initiative reflects our commitment to providing family-centered, evidence-based maternal and newborn care while promoting exclusive breastfeeding for every infant. siddhi memorial has started this service since 2081 bhadra.

The Breast milk Collection and Supply Unit serves as a dedicated service to support mothers who are unable to breastfeed directly due to maternal or neonatal medical conditions, separation from their babies, or admission of newborns to the Neonatal Intensive Care Unit (NICU). Mothers receive individualized guidance on hand expression and breast pump use, ensuring that their own breast milk remains available for their infants. Expressed breast milk is collected using sterile techniques, carefully labeled, safely stored, and transported under recommended conditions to maintain its nutritional and immunological quality before being supplied to the respective hospital units.



This service is particularly valuable for premature, low-birth-weight, and critically ill newborns, who greatly benefit from receiving their mother's own milk. Human milk reduces the risk of infections, supports gastrointestinal maturation, enhances neurodevelopment, and contributes to shorter hospital stays. By ensuring the timely availability of expressed breast milk, the hospital minimizes unnecessary formula feeding and promotes better clinical outcomes for vulnerable newborns.



Complementing this service, trained nurses conduct daily breastfeeding rounds in the maternity ward, postnatal ward, NICU, pediatric ward, post operative ward, ANC OPD, vaccination clinic and cabin unit. The breastfeeding team also provides practical demonstrations, emotional support, and evidence-based counseling to help mothers overcome challenges and build confidence in breastfeeding. Families are actively involved in the counseling process to create a supportive environment that encourages successful breastfeeding both during hospitalization and after discharge. This unit has significantly contributed to the nutritional status and treatment process of premature babies with their speedy recovery.

Strengthening Newborn Care through Daily Breastfeeding Rounds

Daily breastfeeding rounds allow healthcare professionals to identify problems early and provide timely interventions before they become significant barriers to breastfeeding. Mothers are educated on responsive feeding, skin-to-skin contact, exclusive breastfeeding for the first six months of life, proper milk expression and storage techniques, and continuation of breastfeeding after returning home or work. Individualized care plans are developed for mothers and infants who require additional lactation support. . During these rounds, each mother receives personalized breastfeeding support, including assessment of breastfeeding techniques, observation of infant latch and positioning, evaluation of milk transfer, and early identification of common breastfeeding challenges such as sore nipples, breast engorgement, delayed milk production, or poor infant attachment.



Breastfeeding Counseling During Postnatal Home Visits



To promote exclusive breastfeeding and ensure the continued health of mothers and newborns, **Siddhi Memorial Hospital** provides **breastfeeding counseling during postnatal care (PNC) home visits**. After discharge, trained nurses visit mothers at home to assess breastfeeding practices, observe the baby's latch and positioning, identify feeding difficulties, and provide practical guidance to overcome common challenges such as sore nipples, breast engorgement, and concerns about low milk supply.



During the visit, mothers and family members receive counseling on the importance of exclusive breastfeeding for the first six months, responsive feeding, maternal nutrition, breast milk expression and storage, and recognition of newborn danger signs. Personalized support in the home environment helps build mothers' confidence, encourages family involvement, and ensures timely management of breastfeeding problems.

Through this community-based service, Siddhi Memorial Hospital extends quality maternal and newborn care beyond the hospital, helping every mother successfully breastfeed and giving every newborn the healthiest start in life.

Conclusion:

The Breastmilk Collection and Supply Unit and daily breastfeeding rounds have significantly enhanced the quality of maternal and newborn care within the hospital. The services have resulted in improved rates of early breastfeeding initiation, increased availability of expressed breast milk for hospitalized infants, greater maternal confidence, and a reduction in unnecessary formula supplementation. Furthermore, these initiatives support the principles of the Baby-Friendly Hospital Initiative (BFHI) by promoting optimal infant feeding practices and protecting breastfeeding as the standard of care. The success of these services is made possible through the dedication of our multidisciplinary team, including lactation consultants, nurses, pediatricians, obstetricians, and nutrition professionals, who work collaboratively to ensure that every mother receives the support she needs and every newborn receives the best possible nutrition.

As we continue to strengthen our breastfeeding support services, our hospital remains committed to creating a nurturing environment where mothers are empowered, families are educated, and every newborn has the opportunity to receive the life-saving benefits of breast milk. Through the Breastmilk Collection and Supply Unit and daily breastfeeding rounds, we are investing in healthier mothers, healthier babies, and a healthier future for our community.