



## Women's Health

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Every year during 1-7<sup>th</sup> August the world celebrates world breast feeding week (WBW) to promote the nature's way of feeding that is in long term health interests of the new born as well as the mother. World Alliance for Breast feeding Action (WABA) has announced this year theme for celebrating the world breast feeding week. The theme for WBW 2019 World Breast Feeding Week is: The WBW2019 slogan "Empower Parents, Enable Breastfeeding". This theme focuses to include all types of parents in today's world. Supporting both the parents and making them empowered is essential in order to realize the goals related to breast feeding.

Breastfeeding is recognized as an important issue in public health domain that has a significant level of social and economic implications. Infants who receive breast milk are less likely to experience poorer health outcomes as compared to the infants who do not breast feed; In line with this, mothers who do not breastfeed their infants also increase the risk of developing health risks. It was found that, breastfeeding reduces the woman's risk for type 2 diabetes mellitus, hypertension, and coronary artery disease, myocardial infarction, as well as cancer especially of breast, ovarian, and endometrial cancer.

Supporting for breastfeeding in effective manner is one of the basic components of providing family centered care. For many years, the American Academy of Family Physicians and other leading health organizations have recommended that infants be breastfed for the first 12 months of life, and exclusively breastfed for the first six months of life.

Empowerment is a process that requires evidence-based unbiased information and support to create the enabling environment where mothers can breastfeed optimally. To achieve the above stated goal numerous scientific articles and publications in the area of breastfeeding are available covering various dimensions of breastfeeding. Articles about breastfeeding are currently published in

specific to nursing, midwifery, paediatric, obstetric, family medicine, public health, immunology, physiology, sociology and many other general journals to create awareness and spread knowledge and develop desirable attitude towards the practice of breast feeding.

Breast feeding is a team effort and we all need to support this process. Breastfeeding is in the mother's domain and when fathers, partners, families, workplaces, and communities support her leading to improvement in breastfeeding. Breast feeding is a key to sustainable development, as it is closely linked to nutrition, food security, development and survival eventually achieving full educational potential and economic productivity.

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