

On the Occasion of World Breastfeeding Week, Fortis Malar Hospital organizes an interactive expert based session on breastfeeding

An engaging session to throw more light on the need for breastfeeding focused to educate new and expectant mothers and their family members

Chennai, 2nd August 2019: On the occasion of World Breastfeeding Week, **Fortis Malar Hospital** conducted a unique session dedicated to breastfeeding and lactation at The Raintree, Anna Salai. The session comprised of audience consisting of new and expectant mothers along with their husbands and parents. Experts in this field, **Dr Jayashree Jayakrishnan, Lactation Consultant, Fortis Malar** and **Dr Premalatha, Consultant - Gynaecology, Fortis Malar Hospital** addressed crucial topics like challenges in breastfeeding, cost of inadequate breastfeeding and the need for reinforcement of breastfeeding.

Doctors emphasized on the following during the discussion

- Family's involvement is very crucial in the breastfeeding process; to support the mother to achieve optimal breastfeeding
- It's essential to exclusively breastfeed the baby in the first six months
- Mothers should and try and breastfeed the baby as long as they can as it directly impacts the child's immunity

Commenting on this, **Dr Jayashree Jayakrishnan** said *"We aim to educate the entire family in order to prepare them to face the pregnancy period and the post pregnancy phase together. We emphasize that the family gets involved especially in the post pregnancy phase in order to help mothers attain optimal breastfeeding. Optimal breastfeeding provides positive effects on both children and mothers thereby preventing malnutrition. It plays a very crucial role in maintaining good health and wellbeing of women and child which actually forms the basis of a country's overall development and future."*

"Early weeks of Breast feeding is really challenging .Increasing breast feeding rates is not just the responsibility of the Mum. It is our collective responsibility to encourage her during this period." said **Dr Premalatha.**

According to a 2016 study published in the LANCET Journal, In India, breastfeeding is inadequate as only 55% babies are exclusively breastfed 0-6 months and only 41% are able to begin breastfeeding within an hour of birth. According to a new study with an accompanying tool, annually, inadequate breastfeeding results in 100,000 preventable child deaths (mainly due to diarrhoea and pneumonia), 34.7 Million cases of diarrhoea, 2.4 Million cases of pneumonia, and 40,382 cases of obesity in India. Health impact on mothers is more than 7000 cases of breast cancer, 1700 of ovarian cancer and

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87000 of type- 2 diabetes. Formula feeding of children aged 0-23 months results in more than INR 25393.77 crores and INR 727.18 crores spending on health care due to illness.

About Fortis Healthcare Limited

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai and Sri Lanka with 43 healthcare facilities (including projects under development), approximately 9,000 potential beds and over 400 diagnostics centres.

About Fortis Malar Hospital:

Fortis Malar Hospital was acquired by Fortis Healthcare (India) Limited in early 2008. The hospital founded in 1992, is established as one of the largest corporate hospitals in Chennai providing quality super specialty and multi-specialty healthcare services. Fortis Malar Hospitals, with 180 beds, focuses on providing comprehensive medical care in the areas of Cardiology and Cardiac Surgery, Neuro Surgery, Gynaecology, Orthopaedics, Gastroenterology, Neurology, Paediatrics, Diabetics, Nephrology and Internal Medicine. Fortis Malar Hospital has a state of the art Cath Lab and multiple dedicated cardiac operation theatres and intensive coronary care units. Several rare and complex Adult and Paediatric Cardiac surgeries, Orthopaedic and Joint replacements, Neurosurgeries and Plastic reconstruction surgeries have been performed at this hospital. The hospital' Obstetrics and Gynaecology services are among the busiest in the city, successfully performing many complicated deliveries and surgeries. They are supported by a dedicated Neonatology unit.

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