



Breastfeeding-friendly Tags for Hospitals

Why in News

Recently, the **Breastfeeding Promotion Network of India (BPNI)** launched the **National Accreditation Centre (NAC) for Breastfeeding Friendly Hospitals**.

- **BPNI** is a 30-year-old organisation for protection, promotion and support of breastfeeding in India, is a national organisation that **works towards protecting, promoting and supporting breastfeeding** and appropriate complementary feeding of infants & young children.

Key Points

▪ About:

- It is a new initiative where hospitals across the country will be certified as **Breastfeeding Friendly**.
- The move came in the wake of the [latest National Family Health Survey \(NFHS\)](#) showing a further increase in caesarean deliveries.
 - A caesarean delivery, also called a C-section, is **a surgical procedure performed when a vaginal delivery is not possible** or safe. During this procedure, **the baby is delivered through surgical incisions made** in the abdomen and the uterus.
- The objective is **to assess the hospitals on policy, programmes and practises**.
- It will help in reducing neonatal mortality and will impact our [Infant Mortality Rate \(IMR\)](#).
 - **Neonatal mortality** is defined as death **within the first 28 days of life**.

▪ Significance of Breastfeeding:

- It is **optimal for both mothers and babies**. It can protect babies against infections and reduce the rates of later health problems like diabetes, obesity, and asthma.
 - The protein present in breast milk **is easily digested by the baby rather than in formula or cow's milk**. Also, calcium and iron present in breast milk are more easily absorbed.
- It is said that for mothers, breastfeeding helps the uterus to contract and bleeding to cease more quickly after delivery. Also, **it reduces the risk of breast and ovarian cancer** and helps to generate a great bond for mothers with their babies.

▪ Related Data:

- According to the latest NFHS (2019-21), only **41.8% of mothers were able to breastfeed within the first hour of birth** and provide skin-to-skin contact to the baby shortly after birth. It means that 58 % of mothers are not enabled.
- Going by approximately 24.5 million births annually, **14.2 million are deprived of the mother's milk and its benefits to the newborn** and moms, violating the human rights of mother and child.

Related Government Initiatives

- [MAA - "Mothers Absolute Affection"](#)
- [Adolescent Friendly Health Services Program](#)
- [Auxiliary Nurse Midwife](#)
- [Janani Suraksha Yojana \(JSY\)](#)
- [Pradhan Mantri Matru Vandana Yojana \(PMMVY\)](#)
- [Indira Gandhi Matritva Sahyog Yojna \(IGMSY\)](#)
- [Kudumbashree in Kerala](#)
- [Poshan Abhiyaan](#)

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