

NUTRIZ ADVICE AS A DETERMINING FACTOR FOR EXCLUSIVE AND SUCCESSFUL BREASTFEEDING

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Abstract: It is a consensus among the scientific community that breast milk is the best food for the baby. Breastfeeding is nature's most perfect strategy to establish bonding, affection, protection and nutrition for the newborn, as well as the most economical and effective way to reduce infant morbidity and mortality. The promotion, support and encouragement of breastfeeding must be understood as a priority intervention to improve the health and quality of life of children and their families. Breastfeeding counseling is a form of action, where the health professional listens to the mother, seeks to understand her and, with her experience, offers assistance to facilitate the mother to plan, make decisions and encourage herself to deal with pressures, increasing her self-confidence and self-esteem. The health professional, through his technical knowledge and his ability in counseling, is an important instrument to help this mother-baby binomial to face this challenge in a calm and pleasant way.

Keywords: Breastfeeding; Interdisciplinary health team; Counseling.

INTRODUCTION

The World Health Organization (WHO), the United Nations Children's Fund (Unicef) and the Ministry of Health of Brazil (MS) recommend that breastfeeding be exclusive for the first 6 months of life and supplemented until 2 years of age or more, with the introduction of quality solid/semi-solid foods in a timely manner, which results in numerous health benefits for children at all stages of life (BRASIL, 2015).

W.H.O. (World Health Organization) and UNICEF state that breastfeeding is vital for a child's health throughout life and reduces costs for health facilities, families and governments. Breastfeeding within the first hour of birth protects newborns from infections and saves

lives. Babies are at greater risk of death from diarrhea and other infections when they are partially or not breastfed. Breastfeeding also improves Intelligence Quotient (IQ), performance and school attendance, and is associated with higher incomes in adulthood. It also reduces the risk of breast cancer in mothers (WHO, 2018).

According to Almeida (1999), it is necessary to change the breastfeeding paradigm that guides breastfeeding promotion policies. Biological aspects have been prioritized, without giving due emphasis to the social, political and cultural aspects that affect breastfeeding. The author emphasizes that "... the woman needs to be assisted and supported so that she can successfully fulfill her new social role, that of woman-mother-nursing". Health professionals play a key role in assisting breastfeeding women. To fulfill this role, it is necessary to have knowledge and skills to adequately guide the management of lactation.

The promotion of breastfeeding can be done in different ways, through actions that, as a whole, form the different components of lactation incentive programs. All categories of health professionals have an important role to play in the various activities that promote breastfeeding. It is known that positive attitudes towards breastfeeding are very important for its promotion, as well as knowledge on the subject. Lack of knowledge can actually be an obstacle to breastfeeding due to incorrect information given to mothers, insecurity and lack of consistency. There are several studies carried out in different parts of the world showing indifference, inconsistencies, negative attitudes and little knowledge of health professionals related to breastfeeding (GIULIANI, 2004).

The good performance of the professional in the sense of promoting breastfeeding and protecting and supporting the nursing mother

does not only require theoretical knowledge of the subject, but certain clinical and counseling skills. It implies helping in an empathic way in decision making, knowing how to listen and learn, developing trust and giving support. It is important for the mother to feel safe and interested in gaining confidence and support (BARBOSA, et al., 2013).

OBJECTIVE

To analyze whether the counseling of the nursing mother is a determining factor for exclusive and successful breastfeeding, to report the importance of exclusive breastfeeding, to describe the common problems in breastfeeding and to detail the attitude of the health professional in advising the mother.

METHODS

A bibliographic review study was carried out in specific books and electronic databases (Bireme, Lilacs, Scielo and Medline), of an exploratory type with a bibliographic approach with analysis and discussion.

DISCUSSION

Breastfeeding is much more than feeding the child. It involves a complex, multifactorial interaction between two people, which interferes with the child's nutritional status, their ability to defend themselves from infections, their physiology, their cognitive and emotional development and their long-term health. It also involves aspects related to the mother's physical and psychological health. The human species is unique among mammals in which breastfeeding, in addition to being biologically determined, is conditioned by social, economic, cultural, ethnic/racial, psychological and behavioral factors (GIUGLIANI, 2013).

Breastfeeding depends on factors that can positively or negatively influence its success.

Among them, some relate to the mother, such as the characteristics of her personality and her attitude towards the situation of breastfeeding, others refer to the child and the environment, such as, for example, her birth conditions and the postpartum period. childbirth, there are also circumstantial factors, such as the maternal work and the usual conditions of life (GIUGLIANI, 2004).

The health professional to promote, protect and support breastfeeding needs to have, in addition to theoretical knowledge, clinical and counseling skills. He needs to be prepared to welcome and help the nursing mother to make decisions in an empathic and safe way. Assistance to breastfeeding reveals a multidisciplinary universe, in which the performance of these different actors together facilitates maternal adherence to exclusive breastfeeding.

Almeida (1999), working on assistance opportunities aimed at supporting adoptive lactation, when asking a non-biological mother about the reasons for her daughter's success in breastfeeding, obtained as an answer: I don't know the recipe for success, but I believe that, for a mother to be able to breastfeed, regardless of whether she is adoptive or not, she must first of all be welcomed by the health professional (...). I think that, in order to breastfeed, she actually needs to be breastfed, she needs to be welcomed, she needs breasts... lots of breasts. This statement demonstrates the challenge of the health professional in this fragile scenario.

CONCLUSION

Breastfeeding is an act that is conditioned to several issues, having strong sociocultural and historical determination, which can be observed with comparisons of breastfeeding patterns between different populations and over time.

Although there is sufficient epidemiological evidence to support the recommendation of exclusive breastfeeding for 6 months and the maintenance of complementary breastfeeding until 2 years or more, the number of women who comply with this recommendation is still low.

The health professional is an indispensable part of exclusive and successful breastfeeding, as it is mainly his/her task to guarantee, to each mother, an active listening, that is, to know how to listen to her, to resolve her doubts, understand her and clarify her beliefs and taboos, in order to make breastfeeding an act of pleasure and not the opposite.

The professional must always be alert and prepared for changes in their routine and posture and remember that, even when making mistakes, it is important to try to get it right. Changing the paradigm of care with the help of breastfeeding counseling is a challenge that must be faced and overcome.

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