

PRESS NOTE

Rainbow Children's Hospital, Vijayawada Highlights the Importance of Breast Milk Donation and Honours Mothers who Donated Breastmilk during World Breastfeeding Week

Vijayawada, 7th August, 2024:

Rainbow Children's Hospital, one of the pioneers in pediatric care in India providing extraordinary treatment to children, especially preterm babies and neonates felicitated mothers who donated breast milk that can serve as a lifesaver to many babies on the occasion of World Breastfeeding Week – Closing the gap: Breastfeeding Support for All. The event took place at Rainbow Children's Hospital, Currency Nagar, Vijayawada.

Dr. Ramprasad, Clinical Director & Consultant Neonatologist, Dr. B.S.C.P Raju, Consultant Neonatologist, Dr. Vamsi Siva Rama Raju V, Consultant Neonatologist, Dr. P.Bhrajishna, Consultant Neonatologist, Dr. Uma Mikkilineni, Consultant-Obstetrics & Gynecology, Dr. Sneha Maddukuri, Consultant-Obstetrics & Gynecology, Dr. Vijaya M, Consultant-Obstetrics & Gynecology, and Mr. Gunasekhar, Unit Head of Rainbow Children's Hospital, Vijayawada graced the event and congratulated the mothers for such a warm gesture.

The major highlight of the event was the donation of breast milk by 2 doctors (Dr. Soumya, and Dr. Srilatha) who have set tremendous examples for other mothers to follow this generous act. Mrs. Haritha, Mrs. Rachana, Mrs. Swetha, Mrs. Annapurna, Mrs. Mounika, and Mrs. Uma Devi collectively donated 200 litres of milk that could benefit 100s of babies.

Dr. Ramprasad, Clinical Director & Consultant Neonatologist, Rainbow Children's Hospital, Vijayawada said, "Breastmilk is the lifesaver for neonates as it has all the essential nutrients and can shield the baby from several bacterial, and viral infections, especially from a severe infection of intestine namely, Necrotizing enterocolitis (NEC). Many babies are born prematurely and all these babies cannot get their mom's milk as it can be difficult for the mothers to make enough milk when their baby is born too early and has to stay in the hospital. Fortunately for these babies, the next-best thing is donor milk from a milk bank".

Dr. B.S.C.P Raju, Consultant Neonatologist, Rainbow Children's Hospital, Vijayawada stated, "I congratulate all the mothers who have donated breast milk. You have set an outstanding example as mother's milk is the elixir of life and it can even protect the baby from sudden infant death syndrome (SIDS). The immunoglobulins present in breast milk protect the baby from various diseases, particularly Diarrhea and Respiratory tract infections".

Dr. Vamsi Siva Rama Raju V, Consultant Neonatologist, Rainbow Children's Hospital, Vijayawada said, "Breastfeeding is the best start for any baby and the first and best vaccine for all newborns. India has the highest rate of preterm births and the survival of these babies depends on the availability of the mother's own milk or human milk. To save these vulnerable babies, it is important to harvest milk from other mothers, collect, store, sterilize, and give it back to needy babies in a scientific way so that we can save many lives. This specific concept is called Human Milk Banking".

Dr. P.Bhrajishna, Consultant Neonatologist said, " Research shows that breastfed babies have fewer digestive and ear infections and their IQ is also comparatively higher than babies who took formula milk. Working women face many challenges when it comes to breastfeeding. Support from family members and a mother-baby-friendly workplace is the need of the hour that can enable working women to breastfeed their babies in a hassle-free manner. Breast milk can be kept at room temperature for 4 hours and can be stored in the refrigerator for up to 4 days".

"According to the World Health Organization (WHO), all babies are to be exclusively breastfed for 6 months, then gradually introduced to appropriate foods after 6 months while continuing to be breastfed for 2 years or beyond. Breastfeeding also helps mothers to lose weight and also reduces the risk of breast and ovarian cancer" said **Dr. Sneha Maddukuri, Consultant-Obstetrics & Gynecology, Rainbow Children's Hospital, Vijayawada.**

"Many women don't know that their excess breast milk can be donated to save the lives of many babies. Every drop of milk is precious and some mothers may not be able to express breast milk due to various reasons and donation of breast milk can be a lifesaver to those babies" said **Dr. Vijaya M, Consultant-Obstetrics & Gynecology, Rainbow Children's Hospital, Vijayawada.**

Rainbow Children's Hospital, Vijayawada is all set to launch a Milk Bank soon and has announced a Dedicated Helpline **9703771222** to help mothers who wish to donate breast milk.

About Rainbow Children's Hospital:

Set up in 1999, Rainbow Children's Hospital is a leading hospital chain dedicated to pediatrics, obstetrics, gynecology, and fertility. With a rich history spanning 25 years, Rainbow has consistently delivered exceptional healthcare services including quaternary care services like the pediatric liver transplant, renal transplant, and BMT through its advanced infrastructure and expert care. The group operates 19 hospitals and 4 clinics across the country. In Andhra Pradesh, Rainbow Children's Hospital operates through a hospital and clinic model one each in Vijayawada and Visakhapatnam respectively. Notably, the hospital chain has an exclusive pediatric cardiac care centre— Rainbow Children's Heart Institute, in Hyderabad.

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