

Engaging Fathers in Breastfeeding Support - Regional Perspectives South East Asia Region

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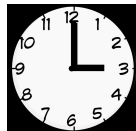
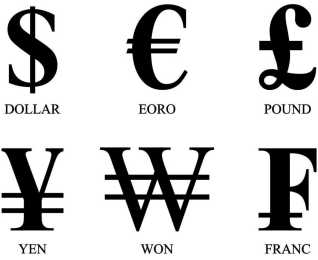
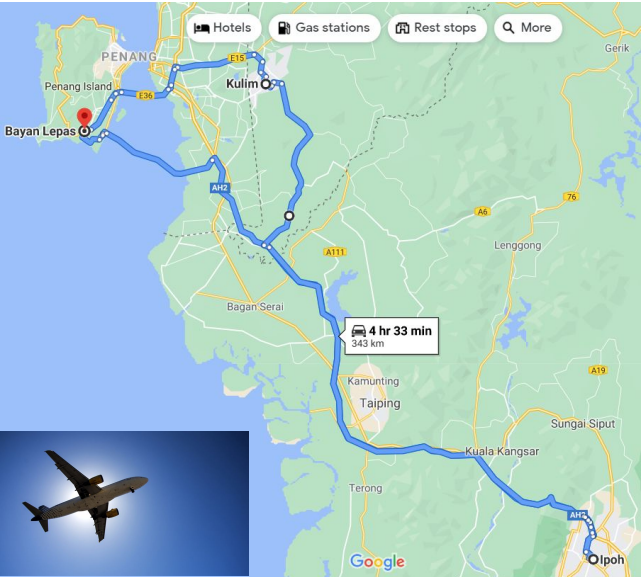
Introduction

- In late ~40s, father of three boys (15, 12, 4)
- Happily married over ~20 years to a lovely wife passionate about breastfeeding
 - Her Master studies was in BFHI-Step3, now pursuing PhD in postpartum breastfeeding challenges
- Professionally working in semiconductor industry at MNC based in Penang
 - Extensive travel and living aboard experiences across South East Asia and Americas
- Involved in volunteering for community especially in education/STEM, active PTA (PIBG) member



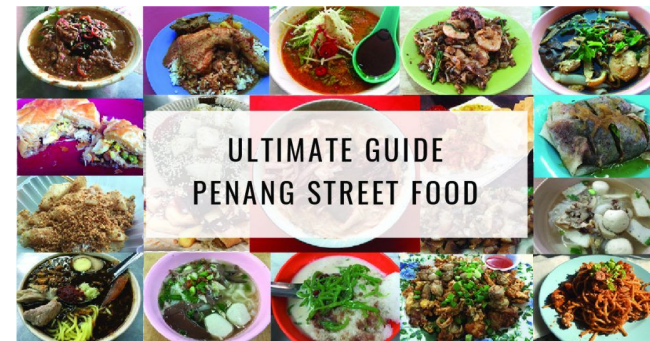
Personal Experience

- Benefits during travel
 - Local travel
Penang Kedah Perak
 - International travel
 - More than ~24 hours with several transit
 - Countries with clean/safe water supply
 - Travel “light n easy”
- Benefits of cost saving
 - Not having to add formula milk into your grocery list
- Benefits of undisturbed sleep



Personal Experience

- Benefits in family integration
 - Kids bonding towards mother (father get supplementary benefits 😊)
- Benefits of health
 - Visiting to child specialist centre?
 - Much better immune for kids
- Benefits in active lifestyle
 - Swimming
 - Getting wet under the rain
 - Public playground
 - Street food (we live in Penang)



Thoughts to share.....

- Supporting your partner to breastfeed is crucial
 - Father's should not take a “neutral” path
 - 100% support MUST be rendered
- Challenges faced
 - Social stigma :- breastfeeding in public
 - Infrastructure :- “Mother’s Room” accessibility
 - Cultural norms :- “healthy baby” vs “chubby baby”
- Overcome the challenges
 - Stay with your agenda:- “Give the best to your baby”
- Help is everywhere
 - Join a breastfeeding mother support group



Organization Support

- What should WABA and Breastfeeding advocates focus on to support fathers?
 - Get fathers involved early and be part of the decision making process
 - Delivery options, labour room, “rooming-in”
 - Medication
 - Confinement centre
 - Postnatal support
 - Expand exposure , knowledge to the entire society
 - “Readiness kit/checklist” for new fathers
 - Where to buy “breastfeeding-friendly” things

Summary

- Successful breastfeeding:- It's a joint effort, both father and mother need to be involved
- Knowledge transition to fathers are extremely important
- It is not always as per plan, not straight forward
 - “Cannot measure the quantity that you baby is drinking” 😊
 - Live thru the moment....it is more art than science