

WOOLWICH MASSAGE COUNSELING TO FACILITATE BREASTFEEDING FOR POSTPARTUM MOTHERS AT TPMB BRAHMANITA PERBON TUBAN REGENCY

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Background: The Woolwich massage technique can help stimulate the hypothalamus to increase the hormones prolactin and oxytocin by providing a relaxing sensation. This occurs because gentle touch and massage movements stimulate the nervous system, which subsequently triggers the release of relaxation hormones. These effects help calm the mind and body, supporting postpartum mothers in providing exclusive breastfeeding. Exclusive breastfeeding plays a vital role in building antibodies in infants, protecting them from various diseases such as diarrhea and pneumonia. Increasing global breastfeeding rates has the potential to save the lives of more than 820,000 children under five annually and reduce 20,000 cases of breast cancer among women each year. **Method:** This extension activity applied an educational and preventive approach. A pre-counseling questionnaire assessed postpartum mothers' knowledge of the Woolwich massage technique, followed by an educational session and post-counseling evaluation. **Results:** Education on the Woolwich massage technique successfully increased postpartum mothers' understanding of its purpose, benefits, proper techniques, and optimal timing. High levels of active participation reflected significant engagement from postpartum mothers. **Conclusion:** This activity not only enhanced knowledge but also raised postpartum mothers' awareness of the relationship between the Woolwich massage technique and improved breast milk flow

1. INTRODUCTION

Breast milk (ASI) is a fluid excreted by the breast glands. Breast milk is the best nutrition for babies, especially for babies aged 0-6 months, because breast milk contains many nutrients that babies need for good growth and development. The process of breastfeeding or lactation affects the increase in milk production in mothers, because the more frequent sucking a baby does can increase breast milk production (William et al, 2017).

The World Health Organization (WHO) and the United Nations International Children's Emergency Fund (UNICEF) recommend exclusive breastfeeding, namely the introduction of breast milk after 6 months of age, without the addition and/or replacement of other foods or drinks (UNICEF, 2021). However, in reality, not all mothers are able to breastfeed smoothly, one of the obstacles to early breastfeeding is low breast milk production in the first few days (Magfirah and Idwar, 2021). Another obstacle that causes mothers to stop giving breast milk is the lack of smooth milk production and breast milk not coming out so that mothers assume that there is not enough breast milk (Ministry of Health of the Republic of Indonesia, 2018)

Exclusive breastfeeding can help build antibodies in babies so they are protected from various diseases such as diarrhea and pneumonia. Increasing breastfeeding rates internationally has the potential to potentially save the lives of more than 820,000 children under five and can slow the increase of 20,000 cases of breast cancer each year in women (UNICEF, 2020).

UNICEF data (2021) explains that in 2020 the percentage of exclusive breastfeeding for babies aged 0-6 months in Southeast Asia was 57%. According to the Indonesian Ministry of Health (2020), complete coverage of postpartum visits (KF) in Indonesia in 2020 was 88.3%. The percentage of exclusive breastfeeding coverage in Indonesia in 2020 was 66.06%. (RI Ministry of Health, 2021)

Based on the East Java Health Profile (2023), the coverage of babies receiving exclusive breastfeeding up to 6 months in East Java in 2022 is 73.3%. This coverage has decreased from 2021, namely 73.6%. This decrease was due to the Covid-19 pandemic which caused the number of targets examined to decrease. In 2022, the indicator target for the percentage of 6 month old babies receiving exclusive breast milk is 45% and this target has been achieved by East Java at 67%.

There are many efforts that can be made to ensure smooth breastfeeding of mothers after giving birth, with the aim of stimulating the production of the hormones oxytocin and prolactin. Techniques that can be used to increase breast milk production include breast care, Early Breastfeeding Initiation (IMD), oxytocin massage and breast massage (Wahyuni, et al., 2021). One breast massage technique is to use Woolwich massage to stimulate it. One of the research results also states that Woolwich massage can help stimulate the hypothalamus to increase hormones prolactin and oxytocin by providing a relaxing sensation. This happens because gentle touch and massage movements can stimulate the nervous system, which in turn can stimulate the release of relaxation hormones. This can help calm the mind and body overall. (Wahyuni & Noviyanti, 2019)

Based on the background above, the aim of this community service which is packaged with counseling aims to increase understanding of the importance of the Woolwich massage technique in maintaining smooth breastfeeding in postpartum mother

2. METHODE

This community service activity was carried out by Midwifery Study Program lecturers together with students. This activity was carried out on November 24 2024 in the form of counseling. This activity took place at TPMB Brahmanita Perbon Tuban and was attended by a group of postpartum mothers

This extension activity applies an educational and preventive approach. By conveying clear information about the purpose of using Woolwich massage for postpartum mothers, the benefits of Woolwich massage, the Woolwich massage technique, the time for implementing the Woolwich massage technique which is used to increase understanding of the importance of the Woolwich massage technique for postpartum mothers and postpartum mothers being able to use the Woolwich massage technique. massage to deal with substandard breast milk.

This activity was carried out with the aim of increasing the knowledge of postpartum mothers regarding the Woolwich massage technique to facilitate breast milk by involving postpartum mothers to understand the purpose of using Woolwich massage for postpartum mothers, the benefits of Woolwich massage, the Woolwich massage technique, the time for implementing the Woolwich massage technique. The activities carried out began with an introduction and carrying out a short evaluation, continued with providing counseling about the importance of Woolwich massage to facilitate breast milk for postpartum mothers and ended with a discussion, question and answer session and quiz with the audience.

3. RESULTS AND DISCUSSION

The activity started with an enthusiastic atmosphere at TPMB Brahmanita Perbon Tuban, when Mrs. Nifas gathered to take part in a short evaluation activity regarding Woolwich massage techniques before providing counseling material. The purpose of this short evaluation is to measure the extent of their understanding of the Woolwich massage technique to facilitate breast milk. The approach taken is a combination of knowledge tests, short discussions.

Table 3.1 Postpartum mothers' knowledge about the Woolwich massage technique to facilitate breast milk

evaluati on	knowlege						total	
	high		Midle		low			
	high							
	f	%	f	%	f	%	f	%
Before giving counse ling	1	6,2 %	5	31, 3%	1	62, 0 5	1	100 6
After giving counse ling	7	43, 3%	9	56, 7	0	0,0 %	1	100 6

After successfully completing the short evaluation, the atmosphere at TPMB Brahmanita Perbon Tuban changed to full of anticipation because postpartum mothers were ready to explore the topic of Woolwich Masaage Technique through counseling that would be given by the presenters. The counseling session explains and provides a thorough understanding of the purpose of using Woolwich massage for postpartum mothers, the benefits of Woolwich massage, the Woolwich massage technique, the time for implementing the Woolwich massage technique and the impact of substandard breast milk which will cause problems for postpartum mothers and babies, including: blocked milk ducts (obstructed duct), swollen breasts (breast milk dam) so that you will feel pain, fever, red breasts, mastitis, and the baby does not like to breastfeed because the breast milk is not flowing smoothly. If milk is rarely expressed, the milk will curdle, blocking the lumen of the ducts (Fatmawati, et al., 2019).



Figure 3.1. Permit application process to TPMB

The next session, the speaker began explaining the purpose of postpartum mothers learning the Woolwich massage technique is so that mothers can understand and be able to do the Woolwich massage technique to deal with breast milk that is not flowing smoothly during the postpartum period, while the benefits of the Woolwich massage technique for postpartum mothers are to help stimulate the hypothalamus to increase the hormone prolactin. and oxytocin by providing a relaxing sensation. This happens because gentle touch and massage movements can stimulate the nervous system, which in turn can stimulate the release of relaxation hormones so that breast milk can be facilitated (Wahyuni & Noviyanti, 2019). The benefits of the Woolwich massage technique include: Preventing blockages, Preventing inflammation or breast dams, Increasing breast milk production (Kusumastuti, 2017).

The procedure for performing a Woolwich massage is a circular massage using both thumbs in the lactiferous sinus area, exactly 1-1.5 cm outside the mammary areola for 15 minutes (Kusumastuti, 2017). Woolwich massage is given to postpartum mothers 2 times/day in the morning and evening for a minimum of 3 days during the postpartum period.



Figure 3.2. Filling out the questionnaire after counseling

At the end of the counseling material, the presenter highlighted the influence of the Woolwich massage technique on the smooth flow of breast milk. The speaker explained that the condition of breast milk not flowing smoothly will have an impact on both mother and baby, including: blocked breast milk ducts (obstructed ducts), swollen breasts (ASI dams) so that they will feel pain, fever, red breasts, mastitis, and babies not happy to breastfeed because there is not enough breast milk. fluent. If milk is rarely expressed, the milk will curdle, blocking the lumen of the ducts and of course this will result in inadequate coverage of exclusive breastfeeding.

The final session is a question and answer session at the end of the counseling, where postpartum mothers ask questions or provide additional comments. In this session, postpartum mothers seemed enthusiastic about asking questions and quite interesting discussions took place. The material also provides positive feedback on the participation of postpartum mothers and summarizes key points before ending the session. Thus, this counseling not only provides in-depth knowledge about the Woolwich massage technique to facilitate breastfeeding but also increases postpartum mothers' awareness of the importance of exclusive breastfeeding.

4. CONCLUSION

After holding an outreach session regarding the Woolwich massage technique to facilitate breastfeeding, the conclusions that can be drawn from this activity reflect the level of involvement of postpartum mothers and the effectiveness of delivering the material. The session started with enthusiasm, where Mrs. Nifas was actively involved in the initial knowledge test. At the end of the session, postpartum mothers also showed an increase in understanding about the purpose of using Woolwich massage for postpartum mothers, the benefits of Woolwich massage, the Woolwich massage technique, the timing of implementing the Woolwich massage technique and the impact of substandard breast milk. This counseling not only provides information, but also increases awareness of postpartum mothers. regarding the influence of the Woolwich massage technique on the smooth flow of breast milk during the postpartum period so that exclusive breastfeeding coverage can be achieved.

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