

**BREAST CARE DURING PREGNANCY AS AN EFFORT TO PREPARE
FOR THE LACTATION PERIOD
MEDIA BOOKLET**

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SUMMARY

Background: *Breast care is a way of caring for the breasts that is carried out during pregnancy or the postpartum period. Breast care is an important part that must be considered in preparation for breastfeeding later, this is because the breast is an essential organ that produces breast milk, which is the staple food for newborn babies, so care must be carried out as early as possible. The low level of exclusive breastfeeding has an impact on the quality and vitality of the next generation. Globally in 2019, 144 million children under five are estimated to be stunted, 47 million are estimated to be underweight and 38.3 million are overweight or obese.*

Method: *the KIE output method is a media booklet about breast care during pregnancy as an effort to prepare for the lactation period with the aim of being a health promotion media for the community, especially pregnant women, to prevent problems during the lactation period.*

Results: *The IEC media with the title "Breast Care During Pregnancy as an Effort to Prepare for the Lactation Period" is much more effective and interesting to read with education equipped with pictures and animations, making it easier for pregnant women to understand.*

Conclusion: *media booklet about breast care during pregnancy as an effort to prepare for the lactation period can increase public knowledge, especially pregnant women who will prepare for the lactation period, can understand and comprehend the benefits of breast care during pregnancy in an effort to prepare for the lactation period.*

Keywords: *Breast care, pregnancy, lactation period*