

EDUCATION ON INCREASING BREAST MILK PRODUCTION WITH OXYTOCIN MASSAGE USING OLIVE OIL THROUGH BOOKLET MEDIA

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SUMMARY

Background: Exclusive breastfeeding coverage in Indonesia in 2022 was recorded at only 67.99%, down 69.7% from 2021, indicating the need for more intensive support so that this coverage can increase. (UNICEF, Indonesia 2022). A decrease in the hormone oxytocin causes reduced breast milk. Efforts that can be made to stimulate the hormones that play a role in increasing breast milk production are by doing oxytocin massage. The existence of booklet media as an output target aims to enable breastfeeding mothers to apply the knowledge presented, namely oxytocin massage using olive oil to increase breast milk production. **Method:** The IEC output method used is a booklet containing education on increasing breast milk production with oxytocin massage using olive oil. **Results:** The IEC media produced in the form of a booklet entitled "Increased Breast Milk Production with Oxytocin Massage" was well received by respondents and made it an educational medium. **Conclusion:** The booklet entitled "Increased Breast Milk Production with Oxytocin Massage" makes it easier for respondents to deal with complaints of reduced breast milk, the recommended techniques and materials are easy to obtain so it is not difficult for respondents to apply them.

Keywords: Breast milk, Olives and Oxytocin.