

BENEFITS OF EARLY INITIATION OF BREASTFEEDING TO PREVENT TEMPERATURE LOSS IN NEWBORNS

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SUMMARY

Background: Hypothermia is one of the cause of death in newborn babies. Newborns will experience a suhue drop of 3-4 degrees celcius in the first 30 minutes, while skin suhue decreases 0.3 degrees celcius every minute at 20-25 degrees celcius. This condition is because babies do not yet have the ability to maintain and produce heat so it is very easy to experience hypothermia. Hypothermia can be prevented by giving early breastfeeding initiation. Health education using pocket book communication media used as a tool to provide information and education to the public about the benefits of early initiation of breastfeeding. **Method:** Use the external description of the pocket book with the title "Benefits of Early Initiation of Breastfeeding to Prevent Temperature loss in Newborns". **Conclusion:** Pocket book has been created as an educational tool to provide a source of knowledge to the public about efforts to prevent hypothermia in newborn babies. **Suggestion:** it is hoped that pregnant women can better understand and be able to implement early initiation of breastfeeding as an effort to prevent hypothermia in newborn babies.

Keywords: newborn baby, hypothermia, early initiation of breastfeeding