

## **EDUCATIONAL VIDEO ABOUT WOOLWICH MASSAGE TO INCREASE BREAST MILK PRODUCTION IN POSTPARTUM MOTHERS**

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### **SUMMARY**

**Background:** Woolwich massage is one of the massage techniques that can stimulate the mammary glands and increase breast milk production in postpartum mothers. Low breast milk production is often caused by stress, fatigue, and inappropriate breastfeeding techniques. Intervention through simple and effective massage techniques is an alternative solution that can be carried out by health workers and families. **Objective:** Creation of communication, information, and education (CIE) media about the effect of Woolwich massage on increasing breast milk production in post-partum mothers through educational video media as a promotive and preventive effort. **Method:** The CIE output method in the form of educational video media was created using the Canva application and designed visually attractively with a communicative narrative. **Results:** The video media has a file size of 168 MB with a duration of 5 minutes entitled "Woolwich Massage to Increase Breast Milk Production for Postpartum Mothers" which contains information about the benefits of Woolwich massage for postpartum mothers and has Intellectual Property Rights (IPR). The video content includes the video title, the content of the material discussed, and the references used. **Conclusion:** A video media has been compiled regarding the Woolwich massage technique as a promotional, informational, and educational media that is interesting, easy to understand, practical, and can be accessed anytime and anywhere to help postpartum mothers increase breast milk production effectively.

**Keywords:** Postpartum Mothers, Breast Milk Production, Woolwich Massage, Educational Video.