

**THE MAGICAL TOUCH OF WOOLWICH MASSAGE TOWARDS
INCREASING BREAST MILK PRODUCTION IN POST-BIRTH MOTHERS
USING A BOOKLET**

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SUMMARY

Background: *The exclusive breastfeeding rate in Indonesia is still relatively low, ranging from 35% to 70%, falling short of the national target of 80%. The decline in breast milk production is influenced by stress, fatigue, lack of family support, and limited education about Woolwich massage. Therefore, there is a need to increase education and support for post-partum mothers through a booklet containing information about Woolwich massage and the importance of exclusive breastfeeding, as well as the active role of families and health workers to ensure the effective implementation of exclusive breastfeeding.* **Objective:** *To develop a booklet as an educational tool to increase post-partum mothers' knowledge about the effect of Woolwich massage on increasing breast milk production.* **Methods:** *The booklet was created using the Canva design application and then revised based on input from the supervisor and several respondents, as well as improvements by the author. This resulted in an effective, informative, and easy-to-understand medium to support the success of exclusive breastfeeding.* **Results:** *The 10.5 cm × 14.8 cm pocket booklet contains 24 pages titled "Woolwich Massage for Increasing Breast Milk Production in Postpartum Mothers," which provides information on the importance of preparing and maintaining mental health and owning Intellectual Property Rights (IPR). The booklet contains the title, table of contents, foreword, glossary, the material discussed, and references used.* **Conclusion:** *A booklet on Woolwich massage has been developed as a promotional, informational, and educational tool that is attractive, easy to understand, concise, and practical to carry anywhere.*

Keywords: *Woolwich Massage, Breast Milk Production, Booklet.*