

## EDUCATION CORRECT BREASTFEEDING TECHNIQUES IN NURSING MOTHERS THROUGH THE MEDIA POCKET BOOK

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### ABSTRACT

**Background:** Breastfeeding is a natural process that is very important for the health and development of babies. The long-term benefits of breastfeeding for infants are also reported to improve cognitive development and improve the achievement of learning process Intelligence in adulthood, and protect infants from chronic diseases such as overweight, obesity, diabetes in later life. Breastfeeding technique is one of the factors that affect milk production where if the breastfeeding technique is not correct, it can cause nipple blisters, then the mother is reluctant to breastfeed. For the success of breastfeeding, one of them is the promotion of the correct breastfeeding technique. In improving health services, midwives as educators designed the media, namely pocket books. The purpose of the author makes this pocket book so that pocket books can be used by nursing mothers who read it to increase knowledge and insight into the correct breastfeeding techniques. **Purpose:** to provide information on the correct breastfeeding techniques in lactating women. **Method:** making this pocket book media using the initial method of determining the theme or title of interest, prepare the material, and create a pocket book design. In making this pocket book design using canva application. **Results:** in trials conducted, showed that this pocket book is useful for ibubreastfeeding mothers in increasing knowledge about the correct breastfeeding techniques. **Conclusion:** from this pocket book can make it easier for breastfeeding mothers to get learning or information about the correct breastfeeding techniques. **Kata Keywords:** breastfeeding mothers, breast milk, breastfeeding techniques

