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**DEVELOPMENT OF BOOKLETS AS A MEDIA FOR INFORMATION SERVICES ABOUT METHODS TO PREVENT ASI PRODUCTION**

**Background:** Many things affect the fluency of breastfeeding, including the mother's lack of knowledge, the benefits of breastfeeding and the obstacles that may occur in the breastfeeding process. There are several methods used to help increase milk production, one of which is breast care and endorphin massage. Breast care is an act of caring for the breast properly, so that it is always clean and well maintained. Endorphin massage is a light massage that stimulates the body to release endorphin compounds and can create a sense of comfort.

**Purpose:** With the aim and aim of increasing knowledge and providing insight to pregnant and lactating mothers to do it independently and regularly. **Method:** Booklet entitled "Easy Ways to Streamline Breastfeeding" is a medium for conveying health messages in the form of a book, not only containing writing but also containing color images so that readers can easily understand the contents of the booklet. **Conclusion:** The booklet with the title "Easy Ways to Streamline Breastfeeding" consists of 16 pages, containing definitions, goals, benefits, time, and steps for breast care and endorphin massage.

**Key words:** accelerating breastfeeding, breast care, endorphin massage