

**EDUCATION FOR NEW-BORN BABY UMBILICAL CORD USING ASI
AS TOPIC
WITH POSTER MEDIA**

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SUMMARY

Background : *There were 17 cases of neonatal tetanus in Indonesia in 2019. Among them are caused by non-sterile umbilical cord and/or umbilical cord cutting tools. The umbilical cord can provide an entry point for infection to the baby's body. For this reason, proper umbilical cord care measures are needed so that the baby is protected from infection, one of which is neonatal tetanus infection. This can be prevented by the topical method of treating the umbilical cord using open technique of breast milk.* **Objective :** *To increase public knowledge, especially mothers who have just given birth, about the benefits of baby umbilical cord care by applying breast milk.* **Methods :** *In making this work, it was carried out through a series of processes by searching for literature and interviews with 5 people.* **Result :** *The final project produced is the result of the Information and Education Communication (IEC) project in the form of a poster media.* **Conclusion :** *The community, especially mothers who have just given birth, can know how to care for the baby's umbilical cord using topical breast milk.*

Keywords : *Umbilical Cord, Umbilical Cord Care, Breast Milk, Poster.*