

**WOOLWICH MASSAGE EDUCATION AS A MEANS TO INCREASE BREAST MILK
PRODUCTION ON POSTPARTUM MOTHERS
THROUGH A VIDEO MEDIA**

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SUMMARY

Background: 67% of breastfeeding mother in Indonesia experience milk production problems. Breastfeeding problems are common problem that can arise after childbirth and are usually caused by inadequate milk production. To solve this problem, woolwich massage should be perform to increase breast milk production, as 81.6% of breast milk output can be met with this method. It is also recommended as application to increase breast milk production and support the exclusive breastfeeding program. Woolwich massage can be used as non-pharmacological method to increase prolactin and oxytocin hormones. **Objective;** As a source of knowledge for postpartum mothers on how to increase breast milk production and can be applied in cases where breast milk production is low.. **Method;** To increase milk production, use video media to teach. **Results;** The output obtained is a video entitled "Keep Breast Milk Flowing With Woolwich Massage", which is 19.40 minute long and 255.3 MB in size, which was tested on three mothers who have given birth to children. The results are interesting and easy to understand. **Conclusion;** The video "Keep Breast Milk Producing Smoothly With Woolwich Massage" can be use teach new mother how to increase their milk production.

Keywords: Breast milk, Education, Post partum, Video, Woolwich Message.