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From Clicks to the Bank: Malaysia's Online Milk-Sharing Lessons for Inclusiv...



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From Clicks to the Bank: Malaysia's Online Milk-Sharing Lessons for Inclusive Global Policies on Human Milk Donation

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Abstract

Background: Donor human milk is essential for supporting the health and survival of preterm and medically fragile infants. However, limited awareness, religious sensitivities, and sociocultural barriers mean that many countries, including Malaysia, face persistent challenges in encouraging public participation in formal human milk donation. In contrast, milk-sharing facilitated through online breastfeeding communities has gained considerable attention among Malaysian mothers. Understanding this practice could offer insights into community-based engagement, cultural negotiation, and religiously compliant human milk-donation initiatives. **Aim:** This article draws on lessons related to milk-sharing and translates them into actionable recommendations for policymakers and healthcare professionals. **Methods:** A qualitative descriptive design was employed, incorporating content analysis of online breastfeeding community posts and in-depth semi-structured interviews with Malaysian mothers involved in informal milk sharing. **Results:** Strategies include partnering with online breastfeeding communities, co-designing religiously sensitive outreach materials, developing digital tool kits, and fostering inclusive, culturally respectful donor recruitment models. **Conclusion:** Human milk donation efforts can become better aligned by utilising breastfeeding communities and digital networking.

Latar Belakang: Susu ibu penderma amat diperlukan untuk membantu memastikan kesihatan dan kelangsungan hidup bayi pramatang serta bayi yang mempunyai masalah kesihatan. Namun begitu, tahap kesedaran yang terhad, sensitiviti agama dan halangan sosiobudaya menyebabkan banyak negara, termasuk Malaysia, berdepan dengan cabaran yang terus-menerus berlaku dan mengurangkan penglibatan awam dalam program pendermaan susu ibu secara formal. Namun, amalan perkongsian susu yang diusahakan oleh komuniti susu ibu secara dalam talian telah menarik banyak perhatian para ibu di Malaysia. Dengan memahami perkara ini, penglibatan berasaskan komuniti, rundingan budaya dan inisiatif pendermaan susu ibu yang mematuhi kehendak agama akan dapat digembleng. **Tujuan:** Artikel ini menghimpunkan pelajaran berkaitan perkongsian susu dan menterjemahkannya kepada beberapa syor yang boleh dilaksanakan oleh pembuat dasar dan ahli profesional dalam bidang kesihatan. **Kaedah:** Kajian dengan reka bentuk kualitatif deskriptif telah dijalankan, merangkumi