**Prospectus of KOTOCLO (Koto Toyosu Childcare and Lactation Organization)**

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The objective of establishing Koto Toyosu Childcare and Lactation Organization (KOTOCLO) is to realize a society where every mother raising a child can face her son or daughter with a smile. In order to achieve it, we believe that appropriate information for parents, enough considerations and cares given by medical professionals for mothers, and a society protecting the mothers are essential.

Some websites contain information that makes mothers worry or has no sufficient proof. There is also a fact that many mothers raise their children in anxiety and isolation due to the lack of information and support from healthcare professionals and family as well as from communities and society. It is expected that mothers’ enjoyment of childcare and fulfillment of breastfeeding will lead to a countermeasure to the declining birthrate. In addition, breastfeeding enables both mother and child to prevent disease. Therefore, this can lead to minimize their child-rearing anxiety, support them return to work, and even save their medical costs. It is crucial to change the mind of both companies and society so that women can succeed in a society while raising children.

KOTOCLO will focus on the following three activities to accomplish the objective stated above:

1. Offering appropriate information and support to parents
2. Striving to educate medical professionals and deepen their awareness
3. Making a social system to support childcare and breastfeeding

Background of each activity and its details:

1. Offering appropriate information and support to parents

We will give our solutions to pregnant women as well as new mothers who have worries and anxieties about breastfeeding, baby’s nasal congestion, and baby’s irregular rhythm of life, and so on. Our tips and advice will also be sent out to them so that they can enjoy raising their children. Additionally, we will facilitate breastfeeding mothers by teaching them how to use electric breast pumps right after their delivery while they are in hospital. We are also aiming at establishing and diffusing the system of human milk banking in Japan.

1. Striving to educate medical professionals and deepen their awareness

We will convey new knowledge and the latest information to medical professionals. What do they need to pay attention to when they see mothers who are raising children? What kind of communications and considerations are necessary for them to give mothers enough confidence? We will let them be aware of those concerns and train them through our lectures and workshops.

1. Making a social system to support childcare and breastfeeding

We will make approaches to enterprises and local governments to secure space for breastfeeding in public and space for breast pumping inside companies. We will also state the necessity and merits of postnatal care centers and work on the establishment of those centers. We believe that our websites, lectures, and events will help people to realize and understand that supporting breastfeeding and childcare will be beneficial to enterprises, communities, and society as a whole.