

East Point College of Medical Sciences and Research Centre

Department of Community Medicine

World breastfeeding week 2023 - reports

Introduction:

World Breastfeeding Week is celebrated every year across the world from **1st- 7th August**. This Global campaign aims to raise awareness about Breastfeeding and its Advantages.

THEME: - *“Let’s Make Breastfeeding and Work, Work!”*

“ENABLING BREASTFEEDING - Making a difference for Working Mother”

Aim:

- To support mothers through peer groups to promote, establish, and carry on breastfeeding by informing families of the benefits of Peer Counselling.
- To deepen knowledge within the community to enhance, promote, and protect breastfeeding.
- To educate and train health care practitioners to provide support to mothers and babies in effective ways.

Activities:

1. Breastfeeding week at Anganwadi, Banaswadi – 02/08/2023

Department of Community Medicine from East Point College of Medical Sciences and Research Centre, observed breast feeding week at Anganwadi beside Banaswadi PHC, on 2/08/2023 the programme started after lighting the lamp, around 30 mothers including both antenatal and postnatal were assembled along with their kids.

Dr. Lakshmi the Medical Officer of Banaswadi PHC elucidated the benefits of exclusive breastfeeding with a major focus on the 10 benefits of breastfeeding. Following this Dr. Mohammed Raqheeb (Intern) gave a talk on the harmful effects of pre-lacteal feeds and benefits of colostrum. Dr.Mudassir who was also a part of this programme helped in clarifying the queries asked by the mothers.

The programme was concluded after clarifying all the doubts of mothers.

Photo gallery:





2. Breastfeeding week at Anganwadi, Dandupalya – 07/08/2023

On this Occasion Dr. Anjana Joshi, Assistant Professor, Dr. Dastagir Sheik, Dr. Kavana (Intern) Department of Community Medicine briefed the gathering, by an interactive session on the following Topics;

- a. Importance of Breastfeeding
- b. Purpose of celebrating Breastfeeding Week every year
- c. Techniques of Breastfeeding and Proper feeding practices
- d. Benefits of Breastfeeding to child and mother
- e. Importance of exclusive breastfeeding and adequate breastfeeding.

The interactive Session was concluded by clearing the doubts of the gathering on Breastfeeding and Health Issues of Women and Children.

Photo gallery:



