



SHRI GURU RAM RAI UNIVERSITY SGRRIM&HS COLLEGE OF NURSING

Report on World Breastfeeding Week 2026 Activities

Department: Child Health Department

Event: World Breastfeeding Week 2026

Dates: 5th & 6th August 2026

Venue: Nursing College & Hospital Premises

Theme: "Breastfeeding for a Sustainable Start in Life: Strengthen What Works"

1. Introduction

To commemorate **World Breastfeeding Week 2026**, the Child Health Department organized awareness activities on **5th and 6th August 2026**. The program aimed to promote the importance of breastfeeding, reinforce evidence-based infant feeding practices, and educate mothers, caregivers, healthcare professionals, and students on the benefits of breastfeeding for child survival, growth, and development.

2. Objectives

- To create awareness about the importance of early initiation and exclusive breastfeeding.
- To educate mothers and caregivers on recommended breastfeeding practices.
- To reinforce the role of healthcare professionals in supporting breastfeeding.
- To encourage creative expression and advocacy through a poster competition.
- To promote the World Breastfeeding Week 2026 theme: "**Breastfeeding for a Sustainable Start in Life: Strengthen What Works.**"

3. Activities Conducted

A. Poster Competition

Date: 5th August 2026

A poster competition was organized by the Child Health Department to promote awareness of breastfeeding. Participants prepared informative and creative posters highlighting:

- Early initiation of breastfeeding.
- Exclusive breastfeeding for the first six months.

- Continued breastfeeding with complementary feeding up to two years and beyond.
- Health, nutritional, economic, and environmental benefits of breastfeeding.
- Family and community support for breastfeeding mothers.

The posters effectively conveyed key public health messages and reflected the World Breastfeeding Week theme. The best entries were appreciated for their creativity, scientific content, and presentation.

B. Health Education Program

Date: 6th August 2026

A health education session was conducted in the hospital for antenatal and postnatal mothers, caregivers, and attendants. The session covered:

- Importance of breastfeeding within the first hour after birth.
- Exclusive breastfeeding for the first six months.
- Correct positioning and attachment during breastfeeding.
- Prevention and management of common breastfeeding difficulties.
- Continued breastfeeding along with complementary feeding after six months.
- Support available from healthcare professionals for successful breastfeeding.

Participants actively interacted with the resource persons and clarified their doubts regarding breastfeeding practices.

4. Participants

The program was attended by:

- Antenatal mothers.
- Postnatal mothers.
- Caregivers and attendants.
- Nursing officers and nursing students.
- Medical officers, pediatric residents, and interns.
- Faculty and staff of the Child Health Department.

5. Outcomes

- Increased awareness regarding the benefits of breastfeeding among mothers and caregivers.
- Improved understanding of correct breastfeeding techniques and recommended feeding practices.
- Enhanced participation of healthcare professionals and students in breastfeeding promotion activities.

- Strengthened commitment of the Child Health Department to support optimal breastfeeding practices in accordance with national and international recommendations.

6. Conclusion

The World Breastfeeding Week 2026 activities were successfully conducted by the Child Health Department. The poster competition and hospital-based health education program effectively disseminated key messages on breastfeeding and reinforced the importance of supporting mothers to ensure the best possible start in life for every child. The program concluded with positive participation and reaffirmed the department's commitment to promoting, protecting, and supporting breastfeeding.



