

REPORT ON WORLD BREAST FEEDING WEEK

Let's make breastfeeding and work, work!



SGRRU COLLEGE OF NURSING PATEL NAGAR

CHILD HEALTH NURSING DEPARTMENT INVITES YOU FOR THE
CELEBRATION
OF
WORLD BREAST FEEDING WEEK-2023

THEME :



**ENABLING
BREASTFEEDING**
Making a difference
for working parents
WARA | WORLD BREASTFEEDING WEEK 2023



EVENTS: SKIT & HEALTH EDUCATION

DATE: 1ST AUG TO 7TH AUG 2023

VENUE: SMIH ,PATEL NAGAR DEHRADUN



SGRRU, SGRRIM&HS, COLLEGE **OF NURSING**

WORLD BREAST FEEDING WEEK CELEBRATION

**Theme:- “Enabling breastfeeding: Making a
difference for working women”**

01/08/2023 to 7/08/2023

DAY 1 & 2- REPORT

World Breastfeeding Week (WBW) is a global campaign to raise awareness on themes related to breastfeeding. WBW is celebrated every 1-7 August in commemoration of the [1990 Innocenti Declaration](#). World Breastfeeding week is celebrated on 1st & 2nd August 2023, was organized by department of child Health Nursing, SGRRIM&HS College of Nursing Dehradun. Theme for the year was **focus on breastfeeding and work, providing a strategic opportunity to advocate for essential maternity rights that support breastfeeding – maternity leave for a minimum of 18 weeks, ideally more than 6 months, and workplace accommodations after this point.**“The event was organized by Mrs. Archana Maletha (Assistant professor), Mrs. Rachal Prasad (Assistant professor), Ms. Rashmi Joshi (Assistant professor), Ms. Ranjana (Nursing tutor), Mrs. Kanchan (Nursing tutor) and Mrs. Shivani (Nursing tutor), Mrs. Sheetal (Nursing tutor) under the supervision of Prof. G. Ramalakshmi Dean, SGRRU, SGRRIM&HS College of Nursing and Mr. Dinesha M. HOD Child Health Nursing As per our schedule on first day we had

plan Health education Program by B.Sc. Nursing 3rd year and GNM 2nd year students for the mothers in pediatric ward of SMIH.

On 2nd August health awareness program (Skit) were prepared by GNM 2nd year students for educate people. Poster competition related to theme were also organized by Dr Anjali Choudhary, Professor in Obs and Gynae, SGRRIM&HS. In which MBSS and B.Sc. Nursing Student took part. Priya B. Sc Nursing 3rd year Got 3rd prize in poster competition.

Dr. R.K. Verma, Principal, SGRRIM&HS, Medical college, Dr. Ohri, Vice Principal, SGRRIM&HS, Medical college, Dr. Vinita Gupta HOD, Obs and Gynae, SGRRIM&HS. Dr. Utkarsh, HOD, Pediatric Department, SGRRIM&HS, Prof. Dr. G.Ramalakshmi Dean SGRRU, College of Nursing, Mr. Deepak Gupta,(Nursing superintendent) and Mr. Vishal (Deputy Nursing Superintendent) of SMI Hospital were invited as guest for the program.

WORLD BREAST FEEDING **WEEK**



DAY 3&4

Organized by,
Department of OBG

SGRRUIM&HS, College of Nursing

World breastfeeding week is observed every year between 1st to 7th of August in order to create awareness and emphasis on its importance among the public and health workers in the hospital and community. The theme of this year was **“Enabling breastfeeding: Making a difference for working women”**.

To celebrate this day Department of Obstetrics and Gynaecology SGRRUIM&HS, College of Nursing observed World breastfeeding week by conducting various activities from 03/08/2023 and 04/08/2023.

DAY1: - On 03/08/2023 the program was inaugurated under respected Dean/ Principal, Professor, G. Ramalakshmi, Guest speaker Dr. Anjali Choudhary Prof. OBG SGRRI&HS and H.O.D Department of Obstetrics and Gynecological Nursing Professor, Dineshwori Paonam.

The program was started by Slogan Competition held at SGRRUIM&HS, College of Nursing. Student from different classes take part in slogan competition.

After slogan competition the program was continued with the interactive session by our Guest speaker Dr. Anjali on the theme **“Enabling breastfeeding: Making a difference for working women”**.

She enlightened the student on the importance of a breastmilk, its components and the value of mother’s milk in the development of immunity. She highlighted a few facts about

how a working women can feed their baby together with work which gave meaningful insights to the students.

At the end the result of slogan competition was announced and the winner were: -

1. Ajay Sharma M.Sc. (N) 2nd year – **1st position**
2. Sonali GNM 2nd year- **2nd position**
3. PriyankaSharmaANM 2ndyear -**3rd position**

The program was concluded with the vote of thanks rendered byDeepika student of M.Sc.(N) 1st year.

DAY 2: - On 4/08/2023 second day of the program was started bya skit performed by the students of GNM 2nd year in OBS 1at SMI Hospital, Dehradun. The main emphasis of performing the skit was to make people aware about the importance of Breastfeeding both for mother and baby.

The skit was then followed by the interactive Video assisted Health Teaching. The main area of concern was to make mother aware about the benefits of breastfeeding, techniques of breastfeeding, various positions of breastfeeding and about latching.

After video assisted health teaching, ANM 2nd year students exhibit a modelon anatomy andphysiology of breast.

The program was then ended with a vote of thanks by Deepika M.Sc.(N)1st year student andfollowed by fruits and snack distribution to all the patient and their attendant.

SGRRU, SGRRIM&HS, COLLEGE
OF NURSING

REPORT ON

WORLD BREAST FEEDING WEEK CELEBRATION

**Theme:- “Enabling breastfeeding: Making a difference for
working women”**

05/08/2023

DAY 5& 6

ORGANIZED BY,

**Department of Community Health Nursing
(SGRRU,SGRRIM&HS College of Nursing)**

The Department of Community Health Nursing, SGRRU, SGRRIM&HS College of Nursing observed World Breastfeeding Week on 5th August 2023 on the theme “**Enabling breastfeeding: Making a difference for working women**”.

Every year ,countries around the world observe World Breastfeeding Week from 1/08/2023 to 7/08/2023.

As breastfeeding is indeed the foundation for life and gives growing children a once in a lifetime opportunity to grow and develop to their full potential.

The status of breastfeeding practices in India needs immediate attention as rate of initiation of breastfeeding within one hour of birth is 57% while exclusive breastfeeding rate remain about 58%.

AIMS OF THE PROGRAM:-

- To make the public aware about breastfeeding practices.
- To make aware the public to support mothers in order to establish and carry on breastfeeding.
- To improve the knowledge of public regarding various facts about breastfeeding

Hence Breastfeeding Promotion Network of India calls for action to generate awareness among people about the protective role of breastfeeding. Keeping this in mind and to raise awareness regarding the importance of breastfeeding a Health awareness program conducted in Pathri Bagh area of Dehradun.

The various activities planned conducted are as follows:-

Introduction about the Program:- A brief introduction about the program and regarding theme was given by Msc

(Nsg) 2nd year student to make people understand about the program.

Skit:- A skit was performed by ANM 1st year student to raise the level of awareness among the general population regarding the importance of Breastfeeding and the various myth about it.

Poster Exhibition:- To bring awareness among the public, Poster exhibition was done . The main emphasis was on the importance of breast feeding , techniques of breastfeeding and its advantage to mother and children.

The program was concluded with the distribution of snacks and fruits to the public.