



Report
on
World Breastfeeding Week
1st to 7th August 2024



State Centre of Excellence for Nutrition Interventions (SCoE4N)
All India Institute of Medical Sciences, Raipur, Chhattisgarh

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Overview

“Every year world breastfeeding week is celebrated from 1st to 7th August across the globe to promote and support breastfeeding”

On this occasion State Center of Excellence for Nutrition Interventions (SCoE4N), Department of Pediatrics, AIIMS, Raipur, C.G. has conducted various activities on and off campus under the guidance of Dr. Anil Kumar Goel, Professor and Head of the department.

These activities were done in collaboration with Nursing College and School of Public Health AIIMS Raipur. Following was the agenda for the celebration of World Breastfeeding Week:

| S.No | Tentative Date | Place | Activity/Agenda |
|------|----------------|--|---|
| 1 | 1/8/2024 | Central Dome, AIIMS Raipur | Inaugural Event |
| 2 | 2/8/2024 | Online Webinar (Zoom) | Technical session on counseling on early initiation and exclusive breastfeeding |
| 3 | 3/8/2024 | ANC & Pediatric OPD, AIIMS Raipur District Hospital Mahasamund | Group counseling Orientation of Nursing Officers |
| 4 | 5/8/2023 | PNC ward, AIIMS, Raipur | Group counseling & Oath taking |
| 5 | 6/8/2023 | UHTC, AIIMS Raipur All India Radio | Role Play Health Talk |
| 6 | 7/8/2023 | CHC Mohla (District Mohla- Manpur-Ambagarh Chowki) | Orientation of ANM, RHO, CHO, Supervisors of Mohla |

Theme for 2024 World Breastfeeding Week was "Closing the Gap: Breastfeeding Support for All".



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Keeping the theme in consideration, discussion was made on how all families can ensure exclusive breastfeeding for their children. All activities included discussion on expression of breast milk and its storage.

Key messages delivered during these activities were

1. Early initiation of breastfeeding
2. Exclusive breastfeeding till six months of age
3. Introduction of solid, semi-solid or soft foods after completion of 6 months
4. Continued breastfeeding for two years and beyond
5. Importance of feeding colostrum and breast milk
6. Frequency of breastfeeding
7. Correct attachment and position
8. Nutrition and care of mother
9. Milk Expression
10. Demystifying myths related to breastfeeding

Day 1

On 1st August 2024, an inaugural event was organized at Central Dome, AIIMS Raipur. The event began with felicitation of the guests and a formal welcome address by Prof (Dr) Anil Kumar Goel, (Head of the Pediatric Department and Program Director, State Centre of Excellence for Nutrition Interventions, SCoE4N), who emphasized on the significance of breastfeeding and the need of celebrating the World Breastfeeding Week every year.



The event was graced by the Chief Guest, Lt Gen Ashok Jindal, Executive Director and CEO, AIIMS Raipur, Dean Prof (Dr) Alok Agrawal, Medical Superintendent Prof (Dr) Renu Rajguru, Dr Binu Mathew, Principal, College of Nursing and Prof (Dr) Mrithunjay Rathore. Faculties from Nursing College and School of Public Health were also among the attendees. Dr Renu and Dr Alok shared words of wisdom mentioning the importance of breastfeeding. Lt Gen Ashok Jindal, in his address, focused on the nutritional importance of breast milk, the importance of early initiation of breastfeeding, and how this prevents from causation of many infectious diseases, diabetes, asthma, cardiovascular disease, and many other diseases to the mother and child.



He inaugurated and declared the week open by scanning a dedicated 'QR code'. This QR code upon scanning will open frequently asked questions on breastfeeding. Pregnant women, lactating mothers and other beneficiaries can easily scan this and get knowledge about breastfeeding. Standee with this QR code will be kept in the department for easy access to beneficiaries.

On this occasion a 'Nukkad Natak' (Role Play) was presented by the students of College of Nursing and the School of Public Health, showing myths and stigma associated with breastfeeding in society and the importance of providing adequate support to breastfeeding mothers. Approximately 250 patients and attendees were present at the Dome and observed the role play. The play was completed with a slogan on breastfeeding.



Following the role play demonstration on the mannequin was made. Demonstration was done using the story of "Kalawati" who has just delivered her baby through C-section and how the health staff and family members can support her in early initiation of breastfeeding. Four mothers were selected who had delivered at AIIMS Raipur and have exclusively breastfed their children. These mothers were felicitated at the event to acknowledge the importance of breastfeeding and motivate others as well. 3 Nursing officers were also felicitated for their continuous support to mothers in breastfeeding at the PNC ward.



At the end Dr Goel gave the closing remarks and Mr Vishnu Prakash Pandey, State Admin Coordinator, SCoE4N presented the Vote of Thanks and the event was closed with a group picture.



Day: 2

On 2nd August 2024, a state level webinar was organized by Child Health Division, Health Department under the guidance of Dr V R Bhagat, Deputy Director, Child Health. More 250 health staff from districts joined the webinar. Dr Nagma Nigar Shah, State IYCF Coordinator, SCoE4N, presented a technical session on counseling regarding early initiation of breastfeeding and exclusive breastfeeding. Discussion was also centered on the ways of how service providers should support mothers and families in initiating breastfeeding at the facility level. Q&A sessions were organized at the end of the session. Staff from district asked their queries related to breastfeeding which jointly addressed by Dr Nagma and Dr Bhagat.



Day: 3

On 3rd August 2024, group counseling was organized at ANC & Pediatric OPD of AIIMS Raipur. Dr Surabhi Nayak, Medical Officer, SCoE4N and Ms Dhaleshwari, Lactation Counsellor, SCoE4N along Dr Sakthi, Senior Resident, School of Public Health and Nursing faculties & students conducted this activity.



- At the ANC OPD a total of 46 patients and other attendees were counseled. These mostly the women in their reproductive age group.
- At the Pediatric OPD approximately 30 caregivers were counseled.
- Posters, breast model and placards were used by the team for communication and easy understanding.
- At the end question and answer session was kept at both the places.

Day: 4

4th of August was Sunday.

On 5th August 2024 group counseling was organized at Post Natal Care (PNC) ward, AIIMS Raipur. Dr Nagma Nigar Shah, and Ms Dhaleshwari, conducted this activity. A total of 30 lactating mothers and 30 female attenders were part of the group counseling. Question and answer session was conducted. Mothers actively participated in the discussion and asked their queries. At the end oath ceremony was done, were mothers and families pledged to keep their children on exclusive breastfeeding and spread the message in their communities and social circle.



Day: 5



On 6th August 2024 ‘Nukkad Natak’(Role Play) was organized at Urban Health & Training Center, Community and Family Medicine, AIIMS Raipur by the students of College of Nursing and the School of Public Health for the clients coming to the center. The play portrayed myths and stigma associated with breastfeeding in society and the importance of providing adequate support to breastfeeding mothers. 15 patients and attenders observed the role play. The play was completed with a slogan on breastfeeding. Patients actively participated in the discussion and asked their queries.

On the same day a “Health Talk” was recorded with All India Radio to promote World Breastfeeding Week and its relevance. Dr Nagma did the interview which was later broadcasted. Mass media communication was incorporated in the activity to have a larger reach in the community. Breastfeeding is a primal event however families and communities need to be encouraged to support parents in successfully breastfeeding their children.

Day: 6

On 7th August 2024, an orientation was organized at CHC Mohla. ANM, RHO, CHO, Health Supervisors and ICDS supervisors from Mohla, Manpur and Ambagarh Chowki attended the orientation. Using videos an interactive discussion was on breastfeeding. Around 70 participants attended the orientation. DPM of district Mohla-Manpur-Ambagarh Chowki also attended the orientation for sometimes.

With this orientation the World Breastfeeding Week Celebration came to an end. However SCoE4N team and all the stakeholders would make year long efforts to promote breastfeeding.



End of Report

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