

Department of Pediatrics, AIIMS, Raipur  
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आरोग्यम् सुख सम्पदा



## Report

on

### World Breastfeeding Week

Celebrated from 1<sup>st</sup> to 7<sup>th</sup> August 2023



**State Center of Excellence for Nutrition Interventions**

**Department of Pediatrics, AIIMS, Raipur, C.G**

*A.K.*

परियोजना निदेशक  
Project Director

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State Center of Excellence-Severe Acute Malnutrition  
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Professor & Head, Department of Pediatrics



State Center of Excellence for Nutrition Interventions (SCoE4N)

बाल एवं शिशु रोग विभाग

Department of Pediatrics

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All India Institute of Medical Sciences, Raipur (CG)

## Overview:

*"Every year world breastfeeding week is celebrated from 1<sup>st</sup> to 7<sup>th</sup> 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.

On campus activities were done in collaboration with Nursing College, AIIMS Raipur. Following was the agenda for the celebration of World Breastfeeding Week:

S.No	Date	Place	Activity/Agenda
1	1/8/2023	Pediatric ward, AIIMS, Raipur	Group counselling
2	2/8/2023	ANC OPD, AIIMS, Raipur	Group counseling
3	2/8/2023	PNC ward, AIIMS, Raipur	Group counseling
4	3/8/2023	Immunization Clinic, AIIMS, Raipur	Group counseling
5	3/8/2023	AIR	Health Talk
6	4/8/2023	Nursing College, AIIMS, Raipur	Technical Session
7	4/8/2023	Mahasamund	Group counseling during VHSND
8	5/8/2023	Pediatric OPD, AIIMS, Raipur	Group counseling
9	7/8/2023	Mother and Child Hospital (District Hospital, Kalibadi)	Health talk and demonstration

Purpose of the 'Health Talk' and 'Group counseling' was to sensitize pregnant women, lactating mothers and caregivers on the major recommendations of breastfeeding.



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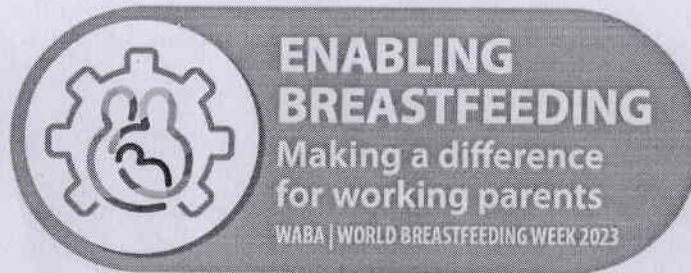
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Key messages delivered during these activities were

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. Demystifying myths related to breastfeeding

*Theme for 2023 World Breastfeeding Week was "Enabling Breastfeeding: Making a difference for working parents".*



Keeping the theme in consideration, discussion was made on how working parents can ensure exclusive breastfeeding for their children. The group counseling sessions included discussion on expression of breast milk and its storage.

During the health talk with All India Radio, along with the key messages, maternity schemes were also discussed that enables employed mothers to take up on both their productive and reproductive roles.



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### Day wise details:

**On 1st August 2023**, to mark the beginning of Breastfeeding Week, group counseling was done at the pediatric ward by Dr Nagma Nigar Shah, State IYCF Coordinator and Ms Dhaleshwari, Lactation Counsellor to begin with the week of World Breastfeeding Week.

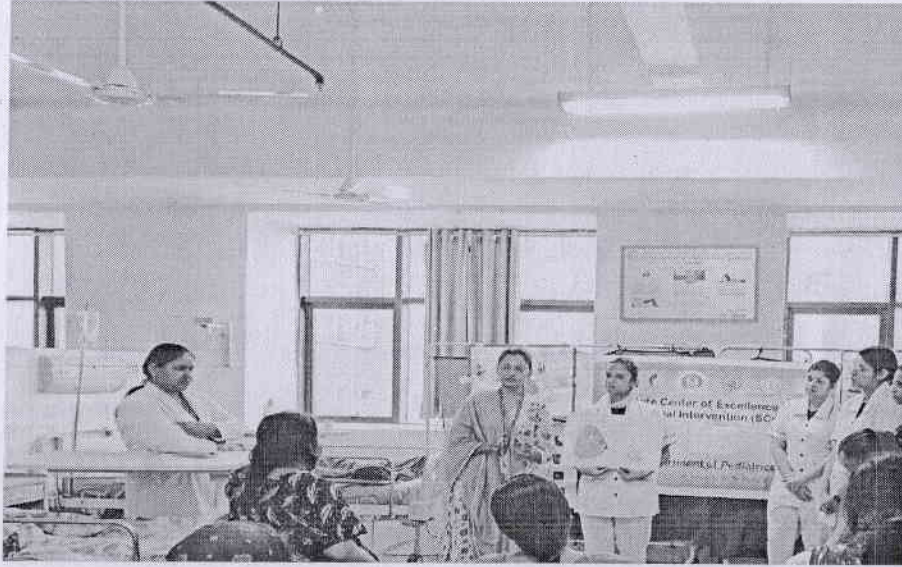
**On 2<sup>nd</sup> August 2023**, group counseling was done at ANC OPD and PNC ward of AIIMS, Raipur. Dr Nagma Nigar Shah and Ms Dhaleshwari along with Nursing faculty and students conducted this activity.

- A total of 26 pregnant women and other attendees were counseled in the ANC clinic at the waiting area.
- Mothers in the PNC wards were gathered at cubicle no. 3 for the session. A total of 18 mothers and 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.





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On 3<sup>rd</sup> August 2023, group counseling was organized at Immunization Clinic of AIIMS, Raipur. Dr Alok Singh, Dr Nagma Nigar Shah, and Ms Dhaleshwari, along with Nursing faculty and students conducted this activity.





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- A total of 32 parents and caregivers attendees were counseled at the immunization clinic.
- Posters, breast model, doll and placards were used by the team for communication and easy understanding.
- At the end question and answer session was conducted.
- A "Health Talk" was planned with All India Radio to promote World Breastfeeding Week and its relevance. Dr Alok Singh, Pediatrician did the talk which was later broadcasted throughout the week. 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.

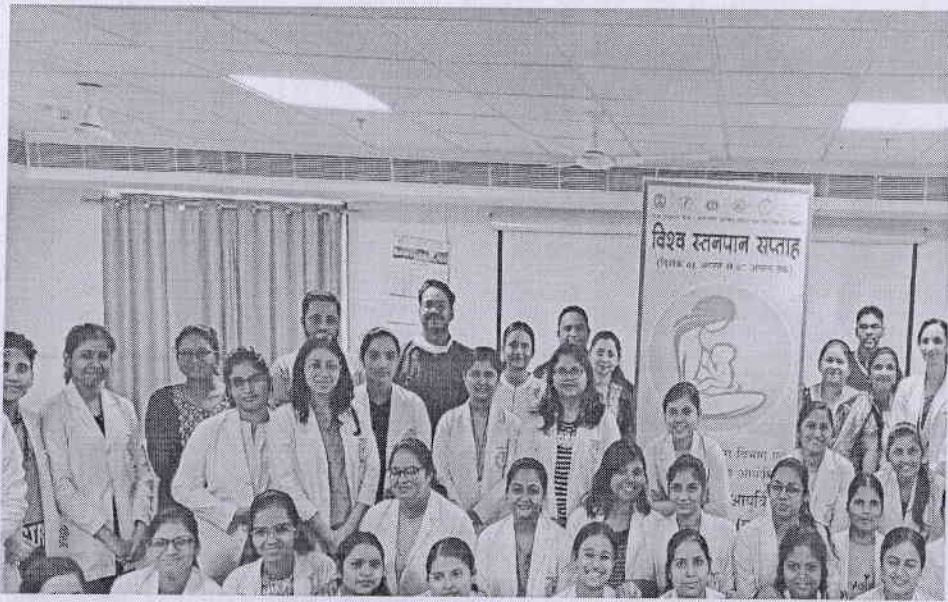
On 4<sup>th</sup> August 2023, a technical session was organized at the Nursing College, AIIMS, Raipur for 3<sup>rd</sup> and 4<sup>th</sup> year students to enrich their knowledge on the topic of breastfeeding. Discussion was also centered on the ways of how nursing students/staff can support mothers and families in initiating breastfeeding at the facility level.

Following was the scheme of the lecture conducted at Nursing College:

S.No	Topic	Speaker
1	Welcome and Context setting	Mr. Vishnu Prakash
2	Background of Breastfeeding Week and this year's theme	Dr. Nagma Nigar Shah
3	Introduction to Breastfeeding & its importance	Mrs. Joyce Joseph
4	Anatomy/Physiology of Breastfeeding	Mrs. Chetna Sahu
5	Breast Conditions & Common Problems	Mrs. Chhameshwari Verma
6	10 steps to successful Breastfeeding	Dr. Geetu Harit
7	Brief on Complementary Feed	Ms. Dhaleshwari Sahu
8	Demystifying myths related to breastfeeding	Dr. Alok Singh



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✦ Another field level activity was conducted in the Mahasamund district. Group counseling was done at during the VHSND at one of the Anganwadi Centers.

5<sup>th</sup> August 2023, group counseling was done at the pediatric OPD.





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On the last day i.e. 7<sup>th</sup> August 2023, health talk was organized at Mother and Child Hospital, District Hospital, Kalibadi, Raipur. Two sessions were organized, one at the ANC OPD and another at the PNC ward. Dr Geetu Harit, Dr Nagma Nigar Shah, and Ms Dhaleshwari took both these sessions.



*अनिल कुमार*

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