

DEPARTMENT OF COMMUNITY MEDICINE
Pt J.N.M.M. COLLEGE, RAIPUR (C.G.)

World Breastfeeding Week

Report: August 2, 2019


World Breastfeeding Week is celebrated every year from 1 to 7 August to encourage breastfeeding and improve the health of babies around the world. Breastfeeding promotes better health for mothers and children alike.

This year World Breastfeeding Week was observed by on 2nd August 2019 by the Department of Community Medicine, Pt. J.N.M. Medical College, Raipur in Mujhgahan Village block Dharsiwa Raipur. The theme for this year was Empower Parents. Enable Breastfeeding. Empowerment is a process that requires evidence-based unbiased information and support to create the enabling environment where mothers can breastfeed optimally. Breastfeeding is in mother's domain and when fathers, partners, families, workplaces, and communities support her, breastfeeding improves.

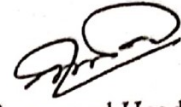
To galvanize support and build an alliance locally with individuals and to sensitize on breastfeeding and nutrition issue in the community the faculties & post graduate students of the Department of Community Medicine visited Village Mujhgahan, Raipur. All the pregnant women and lactating mothers of village Mujhgahan were gathered together along with Mitanins and Anganwadi workers in Gram Panchayat Bhavan. A total of 40 participants were present. The activity was planned based on the theme, action, ideas and support of breastfeeding.

- The occasion was started with a brief introduction about the importance of breastfeeding. The session mainly focussed on the health benefits of breast feeding to the mothers as well as the baby such as it helps in brain development, psychological and emotional bonding. Along with that composition of breast milk, technique of breastfeeding and expression of breast milk were also explained. This is followed by demonstration of breast positioning and attachment. .
- The audience took active participation by answering about the initiation of breastfeeding after delivery, importance of colostrum, meaning and duration of exclusive breastfeeding.

Positioning and attachment of the baby during breastfeeding was taught to the audience through demonstration on a mannequin.


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- Queries regarding breastfeeding and its related health issues were resolved.
- Feedback was taken from the audience.
- At the end Refreshments were given to them.
- With this, the program fulfilled its objective of creating awareness among the audience effectively and the session ended.



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