REPORT ON:

“World Breast Feeding Week Celebration”

August 1st to 7th 2018

Organized by

Obstetrics & Gynecological Nursing
Sumandeep Nursing College
INTRODUCTION:

Sumandeep Nursing College organized world breast feeding week with a view to create awareness among Mothers practice, Emphasize & educate exclusive breast feeding.

Every year, countries around the world observe World Breastfeeding Week for a good reason: breastfeeding is one of the most effective ways to provide children everywhere with the best start to life. This year, the World Health Assembly embraced the annual celebration of World Breastfeeding Week by Member States as a valuable way to advocate for the protection, promotion and support of breastfeeding everywhere.

The theme of this year’s World Breastfeeding Week is “Breastfeeding: Foundation for Life” — a recognition of the importance of breastfeeding to a baby’s future.

Establishing exclusive breastfeeding – feeding infants nothing but breast milk for the first six months of life — helps young children grow, preventing under nutrition, promoting brain development, and reducing the risk that children will become overweight.

Breastfeeding is also a newborn’s first vaccine, providing vital antibodies and an immunity boost.

From the earliest moments of a child’s life, breastfeeding can mean the difference between life and death. Putting newborns to the breast within the first hour of life safeguards against newborn deaths. In fact, improving breastfeeding practices could save the lives of 823,000 children under age five every year.

And in emergency settings, when communities are faced with limited access to clean water and basic health services, breastfeeding guarantees a safe, nutritious and accessible food source for infants and young children, while shielding them from disease.

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.

As we mark this year’s World Breastfeeding Week, let us also recommit to doing more to help every child, everywhere, realize the lifesaving benefits of breastfeeding, no matter where they live.
AIMS OF THE BREAST FEEDING CAMPAIGN

> To make aware the peer group to support mothers in order to establish and carry on the breastfeeding.

> To initiate the breastfeeding supporters to be trained to provide support to mothers and babies in more effective ways.

> To make aware the people to attend and expand the Peer Counseling programmes by letting them know the effective and efficient benefits of the Peer Counseling.

> > To Educate Students of Sumandeep Nursing College about importance of Health education and assessing Mothers with breastfeeding.

DETAILS OF THE PROGRAMME

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<th>S R No.</th>
<th>Date</th>
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<th>Activity</th>
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<td>1.</td>
<td>1/8/18</td>
<td>10 AM-4 PM</td>
<td>1. Poster Exhibition 2. Mass Health Education on Breast feeding</td>
<td>OPD Complex Dhiraj Hospital</td>
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<td>2.</td>
<td>2/8/18</td>
<td>10AM-4 PM</td>
<td>1. Poster Exhibition 2. Mass Health Education on Breast feeding</td>
<td>ANC, PNC Ward, Dhiraj Hospital</td>
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<td>3.</td>
<td>3/8/18</td>
<td>10 AM-11AM</td>
<td>Lecture on Breast Feeding</td>
<td>Multipurpose Hall, Sumandeep Nursing College</td>
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<td>4.</td>
<td>6/8/18</td>
<td>2PM - 4PM</td>
<td>Discussion on Exclusive Breast Feeding by Experts</td>
<td>Multipurpose Hall, Sumandeep Nursing College</td>
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PROGRAMME DETAILS:

Day-1: (1-08-18)

To bring awareness among the public, Poster Exhibition, Competition & Mass Health Education on Breast feeding was done in OPD Complex, Dhiraj Hospital on 1st August 2018. The main emphasize of the Exhibition was on the importance of breast feeding, breastfeeding technique and its advantages to mother, baby and the society. In Competition total four posters from Nursing college were displayed, in that two of them selected and further sent to mega level competition to SSG Hospital, Vadodara.
Day-2: (2-08-18)

To promote awareness among the mothers, a Mass Health Education with poster exhibition done in Antenatal & Postnatal ward, Dhiraj hospital. The presentation was carried out in Hindi and Gujarati by 1st & 2nd Year MSc Nursing students of Sumandeep Nursing College on the theme “Breast feeding- Foundation Of Life”. The session highlighted the importance of early initiation of breast feeding, exclusive breastfeeding for six months, continuing breastfeeding till two years, avoiding formulae feeds and its disadvantages, positioning and attachment, expression and storage of breast milk.

To enhance peer support for breastfeeding and encourage peer counseling, a training session on breast feeding, its importance and how to promote breast feeding in family and community was taken by Mrs Robby Solanki, Prof. OBG Dept. Eight mothers participated in the session and showed their interest to counsel other mothers on the importance of breast feeding and the positioning techniques. The session was interactive and the mothers appreciated the initiative and were willing to do peer counseling.
Day-3: (3-08-18)

An interactive education session on “Breast feeding, positioning technique and its importance” to the Students of Sumandeep Nursing College was conducted on 3rd August, 2018 in Multipurpose Hall, SNC by Mrs. Rachana Pandya, Assistant Professor, Department of Obstetrics & Gynecological Nursing. Students were educated on the breast feeding the premature babies, physiology of lactation, how breast milk works, latching Vs. bonding, positions, care of breast before and after feed, contents of breast milk, expressing breast milk, difficulties encountered and its treatment, nutrition for mother and advantages of breast feeding to the mother and baby.
**Day-4: (6-08-18)**

A Discussion programme on “Breast feeding” was conducted on 6th August, 2018 to Students of GNM at Lecture hall 1, SNC. Dr. Prashant Modi, Assistant Professor, Department of Child Health Medicine, Dr. K. M Maheria (Sr. Pediatrician) and Dr. Manish, HOD, Pediatric Dept. educated the GNM students regarding breast feeding, its importance, techniques, methods, benefits, hunger cues, breast massage, expression of breast milk and its storage. They discussed about Diarrhoea and its management with ORS. Students were benefited by this discussion programme.
The one week events were organized by the faculty: Mrs. Vruti Patel, HOD OBG Dept, Mrs. Robby Solanki, Associate Professor, OBG Dept, Mrs. Rachana Joshi, Assistant Professor, and I, II MSc Nursing students, Sumandeep Nursing College.

This whole event coordinated & guided by Dr. Ravindra H.N. Principal, Sumandeep Nursing College, Vadodara.