

College of Nursing, AIIMS Bhubaneswar

World Breastfeeding report- 2022

World breastfeeding week is observed every year between 1st to 8th of August in order to create awareness and emphasis on its importance among the public and health workers in the hospital and community. The current year theme was “**Step up for Breastfeeding: Educate and support**”.

In collaboration with the Department of Pediatrics, Department of Neonatology, and the Dept of OG, the College of Nursing, AIIMS, Bhubaneswar, observed World breastfeeding week by conducting various activities. On 01/08/2022 breastfeeding awareness program was conducted in pediatric/Neonatal OPD. The event was facilitated by CON, Nursing faculty and B.Sc. Nursing 4th year students and they emphasized on benefits of breastfeeding, difference between human and cow's milk, expression of breastmilk, breastfeeding positions and techniques including latching, healthy diet for nursing mothers with help of flash cards, charts and models. In the pediatric OPD the awareness session was started with a brief introduction on importance of Breastfeeding by Dr Somarendra Mohapatra, HOD Dept of Pediatrics and Dr Pankaj Kumar Mohanty, Associate Professor, Dept of Neonatology. Demonstration on breastfeeding position and techniques was performed by the nursing students. At the end of awareness session, the mother's doubts were clarified by the medical and Nursing faculty.

Pediatric/Neonatology OPD



OG OPD



On 02/08/2022 the breastfeeding awareness programme was continued in the Postnatal ward, and OG OPD. Dr. Swetha Singh, Professor, Dept of O&G, Nursing faculty and students emphasised and detailed mothers about the benefits of breast feeding for mother & infant, expressed breast milk, its storage, postnatal diet etc., Followed by in postnatal ward the awareness program was performed by the nursing students.

Postnatal ward(F2)



On 2nd August between 2 to 4 pm the Breastfeeding quiz was conducted for the nursing students and nursing officers. Mrs Geetarani Nayak, Ms Bhanu Prava were the quiz masters. Total 5 teams including 25 participants selected after the preliminary test. The quiz was highly competitive and all teams performed well and the team D won the first prize. The prizes and certificates were distributed to the winners by Dr Asha P Shetty, Principal CON, Dr Pranati Nanda and Dr Priyadarshini from Dept of Physiology. The program came to an end with

National Anthem. The participants gave positive feedback about the quiz program which helped them to update on various aspects of breastfeeding.



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