

Sindhudurg Education Society's
**SHREE SARASWATI COLLEGE OF NURSING,
TONDAVALI**



REPORT ON:
“World Breast Feeding Week Celebration”
AUGUST 1ST TO 7TH 2022



Organized by

**OBSTETRICS & GYNECOLOGICAL NURSING
NSS UNIT**



Sindhudurg Education Society's
SHREE SARASWATI COLLEGE OF NURSING, TONDAVALI
REPORT ON CELEBRATION OF WORLD BREAST FEEDING WEEK
August 1st to 7th 2022
Theme of 2022:
“Step up for Breastfeeding: Educate and Support”

INTRODUCTION:

Shree Saraswati College of Nursing, Tondavali 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

“Step up for Breastfeeding: Educate and Support”

- A recognition of the importance of breastfeeding to a baby's future.
- Establishing Exclusive Breast Feeding.
- 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 those 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 820,000 children under age of five each 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

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 breast feeding .
- ❖ 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 Shree Saraswati College of Nursing, Tondavali about importance of Healtheducation and assessing Mothers with breastfeeding.

PROGRAMME DETAILS

To bring awareness among the Mothers - Poster Exhibition, Mass Health Education and performed skit on Breast feeding was done in OPD Complex, Nandgaon PHC, on August 2022. The main emphasize of the Exhibition was on the importance of breast feeding, breastfeeding technique and its advantages to mother, baby and the society.

The presentation was carried out in Marathi by Nursing students of Shree Saraswati College of Nursing, Tondavali on the theme – “Step up for Breastfeeding: Educate and Support”. 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 breastmilk.

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 Students. Many 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.

The events were organized by the faculty: OBGY department in collaboration with NSS Unit celebrated world breastfeeding week in first week of August 2022, Shree Saraswati College of Nursing, Tondavali.

This whole event coordinated & guided by Mrs. Shakuntala Nagraj **Principal**, Shree Saraswati College of Nursing, Tondavali.

PHOTOGRAPH





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