

## Breast Feeding Week Celebrations at Rural Health Training Centre, Madanpur Khadar

The Department of Community Medicine at Hamdard Institute of Medical Sciences and Research celebrated World breast feeding week (WBW) in the first week of August, 2014 at Rural health training centre, Madanpur Khadar.

The slogan and theme for WBW 2014 was: **BREASTFEEDING: A Winning Goal - For Life!** This year's WABA World Breastfeeding Week (WBW) theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond.

The details of activities conducted during this period are as follows:

- Special educative sessions focusing the importance of exclusive breast feeding for young infants were carried out for antenatal and postnatal mothers. These sessions were conducted on 6<sup>th</sup> and 7<sup>th</sup> August 2014 with the co-operation of Agragami India a nongovernmental organization. A total of 139 women having children less than 6 months of age were given health education and clinical advice on 6<sup>th</sup> August. Similarly, 98 antenatal women in their second and third trimester were clinically examined and educated about early preparation for breast feeding during pregnancy on 7<sup>th</sup> August 2014. The team of doctors involved in the activity were Dr Nazish (In-charge Rural Health training centre), Dr Mamta (In-charge, Urban Health training Centre) and Dr Bilkish along with co-operation from medico social worker Dr Ayaz.



Importance of exclusive Breast feeding being discussed with mothers of young infants(<6 month old children)



Breast feeding advice being given by Dr Bilkish and health worker to antenatal women



- Along with breast feeding advice, health check-ups were conducted for pregnant, lactating women and their children. Pregnant women were given Iron and Folic Acid, Calcium supplements.



Health check up of young infants being carried out by Dr Mamta



Lactation counselling being given to antenatal mothers by Dr Nazish



Health check-up of antenatal women being carried out

- A role play was also enacted by nursing students stressing the appropriate feeding of young infants and how to overcome the common problems associated with breast feeding.



Role play stressing the importance of breast feeding performed by nursing students



- To ensure that the message given does not remain confined only to the antenatal and postnatal women who attended the sessions, special training of health workers was also conducted by doctors from the department of Community Medicine, as these health workers form the first point of contact with the community who can allay the fears and anxiety of women. The training focussed on importance of early initiation of breast feeding after birth, nutrition of lactating mothers, solution to common problems encountered by feeding mothers, advantages of breast feeding to mother and baby, importance of support to lactating mothers by spouse and family and prohibition of advertising of infant milk substitutes



Training of health workers being carried out by doctors