World Breastfeeding report-2021

World breastfeeding week is observed every year between 1st to 7th of August in order to create awareness and emphasis on its importance among the public and health workers in the hospital and community.

In collaboration with the Department of Pediatrics and Department of Neonatology, the College of Nursing, AIIMS, Bhubaneshwar, observed World breastfeeding week by conducting various activities. On 3/8/2021 breastfeeding awareness program was conducted in pediatric/Neonatal OPD and obstetric OPD. Parents, antenatal and postnatal mothers participated in the event with maintaining social distancing and clarified their doubts on young infant feeding practices. The event was facilitated by CON, Nursing faculty and M.Sc. Nursing 2nd year students from Pediatric and OG speciality and they emphasized on benefits of breastfeeding, difference between human and cow's milk, breastfeeding positions and techniques including latching, healthy diet for nursing mothers with help of flash cards, charts and models.

Pediatric/Neonatology OPD







OG OPD

Doubt clearing session by Neonatologist,









On 4/8/2021 breastfeeding awareness programme was continued in the NICU, F2 (Postnatal ward), and labour room. Students emphasised and detailed mothers about the expressed breast milk, its storage and practically shown them how to use breast pump for the expression of milk. In group with maintaining social distancing and 1:1 interaction with mothers on breastfeeding was continued in Labour room and F2 ward

Manual expression of breast milk



NICU mothers- breastfeeding awareness



Postnatal ward-F2



Labour room mothers



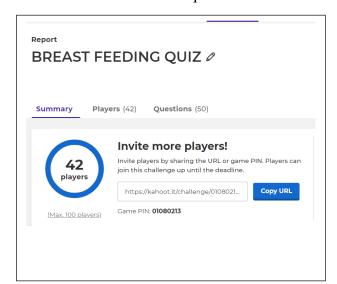
1:1 interaction @ bedside

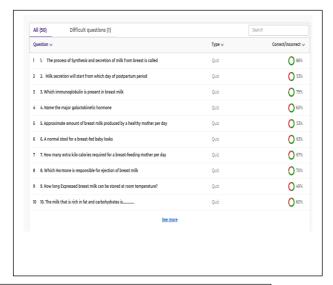


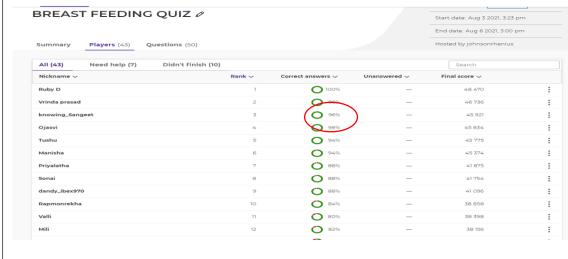
Breast feeding assistance & counselling



On 4th August to 6th August Breast feeding quiz was organised through online Kahoot app for the nursing students, faculty and nursing officers. 50 questions on all aspects of breast feeding were covered and 42 participants actively played the quiz and Ms. Ruby, PG Nursing student won 100% in the quiz







On 6/8/2021 breast feeding theme presentation was conducted between 4:30pm to 5:30 pm virtually through google meet. Approximately 90 participants including nursing students, faculty and nursing officers attended the theme presentation. Ms.Bhanu Prava Tutor, CON welcomed the gathering Ms. Ruby revealed the theme presented elaborately. Dr.Asha P Shetty, Principal CON emphasized every individual's responsibility to support breastfeeding and highlighted on the theme "*Protect Breastfeeding: A shared responsibility*". Mrs. Hepsi Bai, Assistant Professor conveyed the vote of thanks. Thus, the Breastfeeding observation activities came to an end.

Breastfeeding theme 2021



