

World Breastfeeding Week 2019 celebration AIIMS Bhubaneswar

World Breastfeeding Week is an annual celebration which is being held every year from the 1st to 7th August in more than 120 countries, to promote breastfeeding of the newborns and infants.

AIIMS Bhubaneswar has been observing important health days since its existence. This year World Breastfeeding Week was celebrated with much enthusiasm at it's Urban and rural centers along with in the hospital. The activities carried out during this period as follows.

Activities done at AIIMS Bhubaneswar Hospital

1. Public awareness lecture at OPD foyer of the hospital

On 05/08/2019 as a part of World Breastfeeding Week 2019 celebration Public awareness lecture was conducted at AIIMS Bhubaneswar Hospital OPD foyer. The speakers for the lecture were Dr P P Giri from CMFM, Dr Pankaj Ku Mohanty from Neonatology and Dr Saubhagya Ku Jena from OBG. The program was graced by Dr Sachidanand Mohanty Medical superintendent AIIMS Bhubaneswar. The lecture was attended by more than 250 people.





2. Parents and Guardians of new-born who came to clinic for immunization were offered group counselling by intern and senior residents.



3. Awareness programme was conducted for ante-mothers in Paediatrics / Neonatology OPD , Obstetrics and Gynec OPD by nursing students and faculty



4. awareness programme was conducted for parents in awareness activity was conducted for post natal-mothers in Post natal ward by nursing students and faculty.



5. In District Maternity and Child Care centre, Khorda Breast Feeding awareness activity was conducted for post natal-mothers in Post natal ward nursing students and faculty



6. A poster competition was conducted for UG/PG Nursing students, Nursing Officers based on the Breast Feeding theme 2019 “ *Empower Parents and Enable Breast Feeding*”



Activities done at Urban Health and Training center Nayapalli

1. Public awareness lecture at Urban health and training center
2. Health talk and counselling at Urban slum UHND session





Activities done at Rural Health and Training center Mendhasal

Health talk and Health Check-up of Lactating mothers and their babies at

1. Godibari under Kantabada subcenter having a population of 1360 and
2. Krushna Nagar under Daruthenga subcentre having a population of 550





Activities done at Rural Health and Training center Tangi

1. Extended group counselling session.
2. ANC and lactating mother checkup at Kamaguru village anganwadi center





3. In community area Similipatna, Breast Feeding awareness activity was conducted for mothers. Around 25 mothers' actively participated and received information on benefits, position, techniques; expression of breast feeding with management of breast feeding problems

