

All India Institute of Medical Sciences (AIIMS)

Mangalagiri, Andhra Pradesh

World Breastfeeding Week-2021 – Report

- Under the guidance and approval of Honorable Director, AIIMS, Mangalagiri, World Breastfeeding Week 2021 Celebrations were planned and executed.
- The World Breastfeeding Week was celebrated by Department of Pediatrics along with Department of CFM and Department of OBG.
- Theme of this year's World breastfeeding week was "Protect Breastfeeding: A Shared Responsibility."
- The detailed description of various events that took place are as follows.

Date/ Day	Event
2/8/21 Monday	<ul style="list-style-type: none">• Inauguration of "World Breastfeeding week 2021" celebration and release of theme for World Breastfeeding week 2021 by Prof. Dr Mukesh Tripathi, Director and CEO, AIIMS, Mangalagiri at the Office of the Director, AIIMS, Mangalagiri.• The programme was attended by Prof. Dr Rakesh Kakkar, Medical Superintendent, Prof Dr Joy A Ghoshal, Dean, AIIMS, Mangalagiri, Dr Sharmila, Dr Arun Babu, Dr Rachna and Dr Diptirekha.  <p>The top photograph shows a group of seven individuals standing behind a long wooden table. They are holding up pink and yellow envelopes, likely containing the theme for the week. The individuals include men in shirts and trousers, and women in sarees and lab coats. The bottom photograph shows a group of seven individuals holding a large banner. The banner features the text "AIIMS MANGALAGIRI, Mangalagiri, Government of Andhra Pradesh" at the top, a central logo with a breast and a child, and the text "PROTECT BREASTFEEDING - A SHARED RESPONSIBILITY" and "WORLD BREASTFEEDING WEEK 2021 1st - 7th AUGUST" at the bottom.</p>

3/08/21
Tuesday

- Health education to the antenatal and postnatal mothers and their families and other OPD patients. This session was held in patient's waiting area in front of Pediatric OPD, AIIMS, Mangalagiri.
- The session started with Health Talk in Telugu given by Pediatrics nursing officer Mrs Sirisha and moderated by Dr Diptirekha Satapathy, Assistant Professor, Dr Rachna Pasi, Assistant Professor and Dr Arun Babu, Additional Professor and HOD, Department of Pediatrics.
- Exclusive breast feeding, importance of breast feeding, advantages of breast feeding to the mothers, baby and community, how to empower parents to enable breast feeding, initiatives taken by the government and common myths and misconceptions among general public were dealt in detail.
- Participants were motivated to ask doubts and share their experiences.
- Participants expressed their doubts related to cleaning of breast before and after feeding, storage of breast milk, common problems encountered during breast-feeding. Team clarified their doubts.



04/08/21
Wednesday

- Health education in Telugu by Dr Cheranjeevi Jayam, Associate Professor, Dentistry on oral care of breastfed babies.
- The session was conducted in Pediatric OPD patient waiting area.
- Audience: parents and family members of children.
- Maintenance of oral hygiene during exclusive breastfeeding, during complementary feeding, before eruption of teeth, after eruption of first tooth, when to seek attention by a dentist, correct method of brushing the teeth all these were discussed in detail.
- The audience asked their doubts related to oral health of babies which were clarified.
- Breastfeeding awareness talk for postnatal mothers was conducted in the Rural Health Centre by Department of CFM. Dr Bindhu V., Senior Resident, Pediatrics participated as one of the resource persons.



05/08/21
Thursday

- Health education in Telugu on preparation of antenatal women for successful breastfeeding by Dr Priyanka, Assistant Professor and Dr Vandana, Assistant Professor, Department of Obstetrics and Gynecology.
- Conducted in the pediatric OPD waiting area.
- Audience: The patients and their family members.
- The audience were educated in detail about importance of preparation for breastfeeding during pregnancy itself, support by family members, discussion with obstetrician regarding common breast problems during antenatal visits, crack nipple, inverted nipple, breast engorgement, benefits of breastfeeding for the mother and the timing, duration of breastfeeding etc.



06/08/21

- **Training of nursing officers on breastfeeding** was conducted in the Department of pediatrics. 35 nursing officers participated. Pre-test and post-test were conducted for the session.
- Resource persons were
 1. Dr Rachna Pasi, Assistant Professor: discussed the challenges associated with and guidelines on breastfeeding during COVID pandemic.
 2. Mrs. Sirisha, Nursing Officer, Pediatrics: discussed and demonstrated the common procedures related to breastfeeding like hand hygiene, wearing of mask, expression of breast milk, storage and utilization of breast milk, positioning and attachment etc.
 3. Dr Diptirekha Satapathy, Assistant Professor, Pediatrics: discussed the different skills of counselling for successful breastfeeding.
- The session was conducted under the supervision of Dr Arun Babu, Additional Professor and HOD, Department of Pediatrics.
- **e-Poster competition** was held for medical students, nursing students and nursing officers. Topic of e-Poster: Breastfeeding during COVID pandemic. 49 teams (2 members in each team) submitted their posters by e-mail. After evaluation, the best 5 posters will be awarded.





07/08/21

- Role-play on Breastfeeding Awareness was enacted at 11-11.30 am by Nursing officers in OPD patient waiting area. Patients, General public and AIIMS staff were the audience.
- Role was played by a team of 7 nursing officers: Joshna Chatada, KNKS Santhoshi, Nagadeshi Sirisha, R. Hema Padma Nayagi, Vaibhava R, K. Sandhya Rani, Dhanasekhar VM.
- During Roleplay, the following concepts were highlighted; Taking care of antenatal mother's health, maternal diet during breast-feeding, advantages of breast-feeding to mother, baby and community. They also discussed about not to introduce any pre lacteal feeds, harmful effects of pre-lacteal feeds and disadvantages of bottle-feeding. The roleplay was well received and appreciated by the audience.



Poster prepared by the AIIMS, Mangalagiri team



All India Institute of Medical Sciences Mangalagiri



Department of Pediatrics
in association with
Departments of CFM and OBG



World Breastfeeding week Celebrations – 2021 **e-POSTER COMPETITION – RESULTS**

MEDICAL STREAM

POSITION	TEAM	MARKS
First	K. Sirisha, 2nd year MBBS RVM institute of Medical Sciences and Research Center	128
Second	Dr Simon Jude Junior Resident, Community Medicine Aligarh Muslim University	119
Third	Dr Chundu Vani Narmada and Dr P. Shanthi Post-graduate, Pediatrics Guntur Medical College, Guntur.	115

NURSING STREAM

POSITION	TEAM	MARKS
First	Anagha. K and K. Kamalini 4th year B. Sc. Nursing, College of Nursing, Pondicherry institute of Medical Sciences, Puducherry	129
Second	A. Mary Madhuri and K. Vanaja Lakshmi Durga Bhavani 2 nd year Msc Nursing student NRI college of Nursing	124
Third	Ramniwas Nursing officer, AIIMS, Mangalagiri	121

CONGRATULATIONS TO ALL PARTICIPANTS!!

K. Sirisha, MBBS Student, RVM Institute of Medical Sciences and Research Center.



GIVE YOUR BABY LIFE
GIVE THEM BREASTMILK!



Take up Responsibility, Take up Breastfeeding!



Initiate

within an hour of birth

&

Continue

for 6 months exclusively
& with complimentary
feeds thereafter

Why Breastfeed?



**Better
Intelligence**

By Better Brain
Development



**Stronger
Immunity**

By Readymade
Antibodies



**Emotional
Bonding**


Between
Mother & Child





**Increased
Longevity**

By protecting
telomeres

Breastfeed | **for a better**
today | **tomorrow!**



BREAST FEEDING DURING COVID 19



HELLO DOCTOR, I have been recently tested positive for COVID-19. Kindly suggest some formula feed for my baby.

• I'm scared my baby might get infected with COVID, DOCTOR!




Is it! what precaution should I follow doctor?

Thank you so much doc, I will give direct breastfeeding with proper precautions.

• Why do you want to formula feed now?

It's a common misconception, you can directly breast feed the baby with proper precautions, as it provides protection against many illnesses

1- Wear a mask while feeding.
2- wash your hands before feeding.
3- avoid visitors.



• .MOREOVER ,IT'S A SHARED RESPONSIBILITY OF FAMILY,COMMUNITY AND POLICYMAKERS, NOT JUST MOTHERS.

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Anagha K. and K. Kamalini, 4th year B.Sc. Nursing students, College of Nursing, Pondicherry institute of Medical Sciences, Puducherry.



A. Mary Madhuri and K. Vanaja Lakshmi Durga Bhavani, second year Msc (Nursing), NRI college of Nursing, Guntur.

BREAST FEEDING DURING COVID-19 PANDEMIC

Breast feeding is not a choice it's a responsibility

- Wash hand before breast feeding
- WEAR A MASK
- AVOID SOCIAL GATHERINGS
- AVOID VISITORS TO YOUR HOME
- BURP THE BABY AFTER FEEDING
- Give only mothers breast milk

The infographic features a central image of a mother holding a baby against a full moon. Surrounding this are several icons and text boxes: a woman washing hands, a person wearing a face mask, a group of people with a red 'X' over them, a house with a red 'X' over the entrance, a woman burping a baby, and a woman breastfeeding a baby. The text boxes provide specific instructions for safe breastfeeding during the pandemic.

Breastfeeding is Lifesaving

Benefits to the Breastfed Infant

- It lessens the risk of being an obese later in life
- Less chance of developing eczema
- They are less likely to die of SIDS
- They have fewer ear infections
- They have better vision
- They have healthier brains **IQ**

decreased anxiety

increased confidence

- Protects your baby from infections and diseases
- Less chance of diarrhoea and vomiting
- Natural food designed for your baby
- It makes nappies less smelly
- They have better skin
- It can give you a great sense of achievement

Breastfeeding results in less sick days for parents

Breastfeeding satisfies baby's **emotional needs**

Better **social development**

Whats'In Breast Milk?

Breast milk is a combination of **unique** nutrients essential to a **child's health**

1% proteins	87% water	7% carbohydrates	7% fats
vitamins	minerals	hormones	4%