

## **REPORT ON WORLD BREASTFEEDING WEEK-2024**

### **World Breastfeeding Week 2024 Celebrations at AIIMS Mangalagiri**

World Breastfeeding was conducted from 1<sup>st</sup> August to 7<sup>th</sup> August at AIIMS Mangalagiri by the College of Nursing in collaboration with the Department of Paediatrics and Neonatology, the Department of Obstetrics and Gynaecology and the Department of Community and Family Medicine. The following activities were carried out throughout the week.

**Activity 1:** Poster Competition and Exhibition: The week began on 1st August 2024 with a poster competition for the Medical and Nursing Fraternity, including students. These posters were exhibited in the OPD area. The event was formally inaugurated by Dr. Shreemantha Kumar Dash, Dean (Academic), with the presence and guidance of Organizing chairpersons Principal of the College of Nursing Prof. Dr. Danasu R, Dr. Arun Babu T (Pediatrics HOD), Prof. Dr. Sharmila V (Obstetrics & Gynecology HOD) and along with other faculty members.

**Activity 2:** Under the guidance of organizing chairpersons, a Quiz Competition was conducted for Nursing students, Medical students, and Nursing officers in their respective categories at AIIMS Mangalagiri. With her presence Principal College of Nursing has encouraged students participation. This event was hosted by the Faculty of the College of Nursing, the Department of Pediatrics, and the Department of Obstetrics and Gynecology.

**Activity 3:** A health awareness program was held at a community health center by Mrs. Priya M Nursing Tutor and Nursing officers Mrs. Kattubadi Mary Priyanka, Mrs. Gandraj Bhargavi, and Mrs. Kunchanapalli Nalini.

**Activity 4:** Under the guidance of Organizing chairpersons, A panel discussion was conducted on the "Role of Fathers and Family in Breastfeeding" at AIIMS Mangalagiri. The panelists included Dr. Priyanka, Dr. Pallavi, Mr. Dhanasekar VM, Mrs. Ambili V, and Mrs. Nighila, with Mr. Sudheendra M serving as the moderator. Nursing officers, Medical, and Nursing students attended this event.

**Activity 5:** Hands-on Training and Medical Tour: Hands-on training was conducted in the Pediatric ward by the Faculty of the Department of Pediatrics and the College of Nursing. MBBS students participated in a medical tour of the NICU and Postnatal ward to raise awareness among mothers about breastfeeding (BFHI).

**Activity 6:** A Mime was performed by Nursing students to highlight the importance of breastfeeding to antenatal and postnatal mothers as well as to the public at UHTC AIIMS Govt Hospital Premises at Mangalagiri, Andhra Pradesh.

**Activity 7:** Mrs. Priya, a Nursing Tutor, and Nursing officers provided hands-on training on breastfeeding to the postnatal mothers in UHTC centres.

The week concluded with a valedictory ceremony, where the Hon'ble Director of AIIMS Mangalagiri, Prof. Dr. Madabananda Kar honoured the winners of various competitions.



INAUGURATION OF WBW-2024



POSTER EXHIBITION



HANDS ON TRAINING AT AIIMS MG





HEALTH TALK AT UHTC GOVT HOSPITAL AIIMS MG



MIME AT UHTC AIIMS MANGALAGIRI





PANEL DISCUSSION



HANDS ON TRAINING AT AIIMS MANGALAGIRI





HANDS ON TRAINING AT UHTC AIIMS MANGALAGIRI



VALIDICTORY CEREMONY



PRIZE DISTRIBUTION