WORLD BREASTFEEDING DAY

07TH AUGUST 2023

NARAYANA MEDICAL COLLEGE, NELLORE

Every year 1st week of August is celebrated as World Breastfeeding week to raise awareness about need for exclusive breastfeeding among women and their families. Last day in the week i.e. 7th August is celebrated as World Breastfeeding Day. According to recent WHO estimates, only 44% of the infants aged 0-6 months worldwide were exclusively breastfed over the period of 2015-2020. As mentioned by WHO, over 820,000 children's lives could be saved every year among children under-5 years, if all children 0-23 months were optimally breastfed.

We, Department of Community Medicine organized a programme for pregnant women and lactating mothers on the occasion of World Breastfeeding day on 07.08.2023 at Anganwadi centre in our rural field practice area, Venkatachalam village.

Nearly 30 women were gathered with the help of ASHA workers at the anganwadi centre and Dr C. Jyothi, Professor and HOD interacted with the women, educated them about the need and importance for exclusive breastfeeding and clarified their concerns. Dr T. Rajasekhar, Assistant professor and Incharge of RHTC gave orientation about breastfeeding. Dr Salini, postgraduate also highlighted the WHO recommendations regarding breastfeeding, practices and attitude to be followed during breastfeeding. She also added a note on complementary feeding. After the session, all the women were provided with healthy snacks and fruits by Faculty and Pg's, Department of Community Medicine.

Acknowledgements:

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