

# Write up on Observance of World Breastfeeding Day: Honouring the Foundation of Life

(Observed on August 1<sup>st</sup> 2025)

**NARAYANA MEDICAL COLLEGE, Nellore, 524003 A.P**

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Every year on **August 1st**, World Breastfeeding Day is celebrated across the globe to raise awareness about the vital importance of breastfeeding for the health and well-being of babies and mothers alike. This day marks the beginning of World Breastfeeding Week (August 1–7), a global campaign coordinated by the World Alliance for Breastfeeding Action (WABA), in collaboration with the World Health Organization (WHO) and UNICEF. We at **NARAYANA MEDICAL COLLEGE, Nellore, A.P** with the guidance and support by **Dr.P.Sreenivasulu Reddy, DEAN, NMCH** celebrated this occasion in a very grand way in association with **Dr.Prasanna, Professor&HOD OBGy, Dr.Prathima, Department of Paediatrics and Dr.C.Kumar & Dr.Sravani, Department of PSM** and their departmental team. Entire program was coordinated by **Dr.D.M.Karthik**

## **Why Is Breastfeeding Important?**

Breastfeeding is not only a natural and nourishing way to feed infants—it is a cornerstone of child survival, nutrition, and development. According to the WHO:

- Breast milk contains all the nutrients an infant need in the first 6 months of life.
- It provides antibodies that help babies fight viruses and infections.
- Breastfed children have fewer chances of developing allergies, respiratory illnesses, and obesity.
- Mothers who breastfeed have a reduced risk of breast and ovarian cancer, type 2 diabetes, and postpartum depression.

Breastfeeding also strengthens the emotional bond between mother and child and fosters cognitive development. Each year, World Breastfeeding Week is centred on a unique theme. The 2025 theme is: **“Enabling Breastfeeding: Making a Difference for Working Parents”**, focusing on the need for workplace support to empower breastfeeding mothers and ensure parental rights.

Despite its benefits, breastfeeding rates remain **suboptimal** in many parts of the world due to:

- Lack of awareness and cultural stigma.
- Inadequate maternity leave and support in workplaces.
- Aggressive marketing of infant formula.
- Inaccessible lactation support and education.

Addressing these barriers is essential for improving maternal and child health globally. On World Breastfeeding Day at **NARAYANA MEDICAL COLLEGE, Nellore** encouraged to:

- Conducted an awareness program to educate and support new mothers about breastfeeding techniques and benefits at Narayana Medical College, Hospital by

our **Medical Superintendent, Paediatricians**. Program enlightened with importance of mother's milk soon after birth up to six months of life. Feeding technique was encouraged by our Nursing staff to mothers. Role of breast feeding in providing the all kinds of nutrition, immunity, mental health and protection from diseases in later life were explained. Nearly 126 mothers participated in this awareness program was coordinated by Professor of PSM. Dr.C.Kumar MD, PR & Marketing team and NSS program Officer Dr.D.M.Karthik

- Done the **public awareness** through Posters, pamphlets and displayed flexes at most prominent places. Today, on the occasion of World Breastfeeding Week ,August 1-7,2025, Narayana Medical College is organizing an awareness program at Narayana Urban Health Centre, Saraswathi Nagar, for mothers and ASHA workers. This initiative is being led by our Department of Community Medicine through the **NSS Unit**, focusing on the importance of breastfeeding for both mother and child.
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- We conducted **Poster completion** for UG students and best papers were awarded with certificate of appreciation. 33UG students were participated with good posters on Encourage policies that protect breastfeeding rights, such as paid maternity leave and breastfeeding-friendly environments.

## Conclusion

World Breastfeeding Day is a reminder that breastfeeding is more than a personal choice—it's a shared responsibility. By fostering an environment that supports mothers, we can ensure a healthier future for the next generation. Let us unite in recognizing, promoting, and protecting the irreplaceable value of breastfeeding—for every baby, everywhere.



















