World Breast Feeding Week Celebration

In preparation for World Breastfeeding Week, a pre-inaugural meeting was held by the Department of Paediatrics at SCMCH & RI. The meeting included attendees from various departments and faculty members. During this session, a comprehensive action plan was discussed, along with the agenda and objectives for the event, after reviewing the theme for the year.

The celebration was planned at both the institute and community levels.

Institute Level Celebration

The Department of Paediatrics at SCMCH & RI proudly celebrated World Breastfeeding Week (August 1-7) at the MEU Hall. The theme for this year was **"Closing the Gap: Breastfeeding Support for All."**

The event was graced by the presence of the **Chief Guest, Dr. Adarsh, Professor & Head of the Department of Paediatrics, RRMCH**, as well as the Principal, Vice Principal, Medical Superintendent, Heads of various departments, faculty members, students, and post-natal mothers.

Dr. Mahesh, a paediatrician, delivered a warm and enthusiastic welcome address to the attendees, emphasizing the significance of breastfeeding for mothers, babies, and society. His speech set a positive tone for the event.

Dr. Siddu, a neonatologist, introduced the theme for the year and emphasized the importance of exclusive breastfeeding for the first six months. He also highlighted the need for workplace and community support for breastfeeding mothers and stressed the importance of education and awareness in overcoming breastfeeding challenges.

Dr. Mahesh introduced the Chief Guest, Dr. Adarsh, a renowned paediatrician and expert in lactation and breastfeeding. His extensive credentials, contributions to the medical field, and the recognition he has received from various dignitaries were also mentioned.

Dr. Adarsh delivered a thought-provoking keynote address on the significance of breastfeeding. He addressed common myths about breastfeeding, such as:

- Breast milk is not enough for the baby
- Breastfeeding is painful

- Breastfeeding affects the shape and size of breasts

Dr. Adarsh used evidence-based research to debunk these myths, emphasized proper lactation techniques, and stressed the benefits of exclusive breastfeeding for the first six months. His engaging and informative presentation empowered the audience to make informed decisions about breastfeeding. The session also encouraged attendees to become advocates for breastfeeding and support breastfeeding mothers.

This was followed by a skit performed by the Interns to raise awareness about the importance of breastfeeding, providing both entertainment and education to the audience.

Fruits and baby kits were distributed to mothers and babies, symbolizing the hospital's support for breastfeeding mothers.

The celebration was a resounding success, with active participation from staff, students, and new mothers.

Community Level Celebration

At the community level, an awareness camp was held at Yele Totada Halli PHC, Channapatna (T). During the camp, a paediatrician from our Institute discussed breastfeeding techniques and related topics with the mothers, spreading awareness in the local community.

We express our heartfelt gratitude to the President, Chairman, Trustee, Executive Director, Principal, Vice Principal, and Medical Superintendent for their constant support of academic events, as well as to the hospital management for their invaluable assistance in organizing the Breastfeeding Week Celebration. Their commitment to promoting breastfeeding awareness and education was instrumental in making this event a success.

Together, we have made a positive impact on the lives of breastfeeding mothers and babies. We look forward to continued collaboration and future successes.