

World Breastfeeding Week 2026

Sri Chamundeshwari Medical College, Hospital and Research Institute organized World Breast Feeding Week 2026 with the theme Breastfeeding for a Sustainable Start in Life: Strengthen What Works from August 1st to 7th, 2026.

Every year, World Breastfeeding Week brings together healthcare workers, students, and communities to champion one of the simplest yet most powerful acts of care — a mother feeding her child. This year, SCMCH&RI marked the occasion with a full week of thoughtfully planned activities, each one designed to reach a different corner of the hospital and college community: postnatal mothers, nursing staff, nursing students, undergraduate students, and finally, the wider public beyond the hospital walls.

What made this year's celebration special wasn't just the variety of events, but the spirit behind them — education paired with creativity, awareness paired with empathy, and clinical knowledge shared in ways that felt personal and memorable.

In the initial phase, a planning meeting was conducted in the Department of Paediatrics to organise the event and finalise the various activities to be included through the week.

Day 1 — Awareness Begins at the Bedside

Led by Dr. Siddu

The week opened with a Breastfeeding Awareness and Counselling Programme for postnatal mothers — the very people this entire week is meant to support. By meeting mothers where they were, in the days right after childbirth, the session offered timely guidance and reassurance during one of the most important and often overwhelming phases of early motherhood. The doubts of postnatal mothers regarding breastfeeding were patiently addressed and cleared, leaving them more confident and reassured.

Day 2 — Empowering the Caregivers

Led by Dr. Poojitha

On Day 2, the focus shifted to the nursing staff — the frontline caregivers who guide and support mothers every single day. Both Paediatrics and OBG nursing staff were trained on breastfeeding through

a dedicated counselling and awareness programme that helped reinforce their knowledge and skills, ensuring that the support given to mothers on the wards is consistent, confident, and evidence based.

Day 3 — Ideas Take Shape on Paper

A Poster Presentation Competition brought nursing students into the spotlight. Through their designs, students explored the importance of breastfeeding in their own creative language — turning clinical facts into visual stories that could inform and inspire anyone who paused to look.

Day 4 — Writing from the Heart

The Creative Writing Competition for undergraduate students added a beautifully personal dimension to the week. Through stories, poems, and essays, students reflected on nurturing, maternal health, and the quiet strength of community support. Students were encouraged to write in their own language so that the message could reach the maximum number of people. It was a reminder that awareness doesn't only come from textbooks — sometimes it comes from a well-written sentence that stays with you.

Day 5 — Sharp Minds and Ward-Level Outreach

The week's energy peaked with two events on the same day:

A Quiz Competition for undergraduate students tested knowledge and sparked friendly competition. The competition was conducted across various rounds and levels, with active participation seen from the students throughout. Preksha and Gagandeep claimed first place, while Khazeena and Saquib finished as worthy runners-up.

Meanwhile, nursing students carried the message directly to where it matters most — the PNC ward — conducting hands-on health education sessions for postnatal mothers.

Day 6 — A Programme That Brought It All Together

6th August 2026 | 10:00 AM – 1:00 PM | Lecture Hall 1, SCMCH&RI |
Organized by the Department of Paediatrics

Day 6 was the week's centrepiece — a full-fledged programme that brought together dignitaries, faculty, students, and postnatal mothers under one roof for a morning of learning, reflection, and celebration.

The event began on a graceful note with an invocation song by Dr. Channabasavanna N and Dr. Sriranjini K S, followed by a welcome address from Dr. Mahesh Gowda K.O and the lighting of the lamp. The inaugural speech was delivered by the Principal, setting the tone for the sessions ahead.

The highlight of the morning was a guest lecture by the **Chief Guest, Dr. Suttur S Malini**, Chairperson of the Department of Genetics and Genomics, University of Mysore — introduced to the gathering by Dr. Poojitha S. The lecture was followed by an engaging Q&A session. Dr. Malini spoke on the importance of this year's theme, and her insights enlightened the mothers and caregivers present, helping them better understand how strengthening existing breastfeeding practices can support a sustainable start to life.

Continuing the week's core message, Dr. Siddu B.N spoke on the importance of breastfeeding and administered a breastfeeding oath, following which mothers and attendees took the pledge in support of optimal breastfeeding practices. This was followed by prize distribution to the winners of the week's various competitions.

Adding warmth and creativity to the occasion, nursing students performed a cultural skit, using storytelling to bust common breastfeeding myths and highlight the importance of family support. The programme concluded with a vote of thanks by Dr. Sahana B K.

The day beautifully captured the week's theme — strengthening what already works through education, culture, and genuine human connection.

An outreach programme was also conducted at Y T Halli, where Dr. Karthik enlightened postnatal and antenatal mothers regarding breastfeeding. The management places great importance on community and outreach programmes such as this, recognising that carrying awareness beyond hospital walls and into the community is essential to ensuring that every mother, regardless of access, receives the guidance and support she needs.

Day 7 — Reaching Beyond the Hospital Walls

The Paediatric Department closed out the week by looking outward. Building on six days of hospital-based outreach, the final initiative extended awareness efforts to remote and under-served communities, ensuring the message of breastfeeding support reached those who often have the least access to it. A video documenting this outreach captured the spirit of this final push.

https://youtu.be/JwtNxR_Ghgo?si=wcXKKLgxXFHXb7a4

Chamundeshwari Hospital's Breastfeeding Week Program Recognized by Prajavani

Prajavani, a regional newspaper, featured the event and highlighted doctors' message on early initiation, exclusive breastfeeding for 6 months, and continued breastfeeding for 2 years.

Props to SCMCH&RI faculty, staff and students who managed something quite remarkable — turning an awareness week into a genuine community experience. Mothers were educated and reassured. Nursing staff were re-equipped with confidence. Students expressed themselves through posters, words, and quizzes. And by the final day, the message had travelled beyond the hospital gates into communities that needed it most.

In true keeping with this year's theme, the week didn't try to reinvent breastfeeding support — it strengthened what already works, one conversation, one story, and one ward visit at a time.

We look forward to more such informative eye-opening events in the coming days.