



WORLD BREASTFEEDING WEEK CELEBRATION



INDIAN PUBLIC HEALTH ASSOCIATION



Every year, IPHA celebrates the power of breastfeeding and womanhood through a kaleidoscope of activities during the first week of August. This year, the theme of WBW was “*Empower Parents, Enable Breastfeeding*”. This week-long initiative was started at B R Singh Railway Hospital on 1st August and informative discussion was followed.

At the same time wonderful beginning happened at R G Kar Medical College Nursing Auditorium organized by College of Nursing, RGKMCH in collaboration with IPHA. Speeches by Amrita Samanta and Anita Chandra towards the audience were very much informative. The MSc nursing students played a pivotal role in organizing this event and they performed a skit to generate awareness.



IPHA HQ along with Nursing Training School, Ulberia Subdivisional Hospital observed World Breastfeeding week at Ulberia SDH on 2nd August. About 200 health professionals including doctors, staff nurse, sister tutors, Nursing students, ANM attended the sessions on Breast Feeding, advantages, positioning & attachment, BFHI etc. The theme was discussed in detail to empower parents. Dr. Rama Bhunia (DMCHO, Howrah), Dr. Arup Chakraborty (Assistant Professor, Medical College Kolkata), Dr. Anirban Dalui (Senior Resident, Rampurhat Medical College & Hospital) were the speakers.





Great event was organized by IPHA & R G Kar Medical College Community Medicine Dept on 2nd day of World Breastfeeding Week at Immunization clinic, where mothers were informed about the Infant and Young Child Feeding practices by Junior Residents and it was supported by PHNs. Mothers cooperated well and they interacted regarding their queries. Dr. Rivu Basu with the help of dept took a good initiative to make this event a successful one..



On 5th August, the week was celebrated at Maharani Kasiswari College in collaboration with Dept of Food & Nutrition of the institution. Dr. Surajit Ghosh (Ex-Vice President, IPHA HQ), Dr. Mausumi Basu (HOD,SSKM & Joint Secretray, IPHA HQ), Dr. Kaushik Mitra (CC member, IPHA HQ) addressed the audience. Importance of breast feeding and benefits to mother and child were discussed thoroughly in front of the delegates who were ready to spread the message among the mothers and family members.



One of the chosen places was Midnapore Medical College where IPHA celebrated the week in collaboration with



Department of Community Medicine as well as the Nursing Training School (NTS) and College of Nursing (CoN),MMCH. The activities undertaken were Healthy baby Competition on 01.08.2019, Awareness of Mothers survey on 02.08.2019 at Antenatal OPD, Poster Competition for MBBS and UG Nursing Students and CME Program on 06.08.2019 at the Lecture Room of Department of Community Medicine. Dr. Abhishek De (Asst Prof, CM, MMCH) took the lead role and coordinated the event in a successful way.

At College of Medicine and JNM Hospital, Kalyani under the leadership of Dr. Ayan Ghosh (CC member, IPHA HQ) IPHA celebrated the week in a very attractive and prominent way. Doctors, house staffs, medical & nursing students along with ASHA workers participated actively with great enthusiasm to promote breast-feeding.

