



REPORT ON BREASTFEEDING WEEK CELEBRATION (AUGUST 1ST - AUGUST 7TH)

Introduction

World Breastfeeding Week is a global campaign celebrated annually in the first week of August, championed by WHO, UNICEF, Ministries of Health and civil society partners around the globe. It raises awareness about the importance of breastfeeding, highlighting annual themes that advocate for supportive environments in health systems, workplaces and communities to ensure all mothers and babies receive the necessary support for breastfeeding. In alignment with the spirit of world breastfeeding week celebration, The department of Obstetrics and Gynaecological Nursing SGNC organized a series of impactful events centered around breastfeeding insight on August 8th, 2025 at the postnatal ward of SGMC.

Theme

The theme for 2025 is : "Prioritize Breastfeeding: Create Sustainable Support Systems."

WHO frames their campaign as "Invest in breastfeeding, invest in the future."

The emphasis is on strengthening health systems, policies, community support and infrastructures so that mothers and babies have the environment and resources they need to breastfeed.



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Event Highlights

Programmes were commenced with a warm welcome speech delivered by Ms. Aarsha, 3rd year B.Sc Nursing student. Her words not only set a positive tone for the event but also captured the attention of audience, motivating them to actively participate in the session.





Activity 1

One of the events was an interactive awareness session on 'breast feeding insights'. The session highlighted the importance of breastfeeding, concept of exclusive and demand breastfeeding, cues of hunger shown by newborn and signs of good and proper latching. It also addressed the common breastfeeding problems, experienced by mothers and its causes and management. Those mothers who are experiencing these problems found this content helpful. The awareness session also took into account the concerns of working mothers by providing effective guidelines on the expression and storage of breastmilk, demonstrations on proper burping techniques and different positioning of breastfeeding were also performed as part of this interactive awareness session. These proved to be especially helpful for new mothers. Diet plan for lactating



mothers to support both maternal health and adequate breast milk production also included in this session.

Activity 2



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Role play was another key event conducted as a part of breastfeeding week celebration by 3rd Year BSc Nursing students. The plot depicted the reluctance of a new mother to breastfeed her baby. The performance progressed through various scenes, each providing insight into why breastfeeding is preferred over formula feeding, the unique benefits of colostrum as the baby's first natural immunization, and the overall advantages of breastfeeding for both mother and child. The role play also highlighted aspects such as emotional bonding between mother and baby, improved immunity, optimal growth and development, cost effectiveness, reduced risk of infections and chronic diseases. This interactive approach helped in conveying valuable messages in a simple and engaging manner, making the session more impactful for the audience.

The session commenced at 10:00 a.m and concluded at 11:00 a.m with a wealth of knowledge regarding breastfeeding. Ms. Aarsha , 3rd year BSc Nursing student extended heartfelt gratitude to all speakers and attenders of the event for their active participation and contribution to the success of the event.



Conclusion



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The events organized by the department of Obstetrics and gynecological Nursing of SGNC as part of breastfeeding week celebration successfully met its objectives by enhancing knowledge and creating awareness among postnatal mothers. The combination of an informative awareness section and an interactive role play proved effective in promoting the importance of breastfeeding, adopting adequate breast feeding practices and addressing misconceptions. The programme was well received by the audience. Many mothers expressed that the awareness session and role play were very helpful in boosting the confidence in breastfeeding. The event successfully created a supportive environment and encouraged mothers to practice exclusive breastfeeding for the wellbeing of the babies. The breastfeeding week celebration serves as an effective platform to spread awareness and empower mother with adequate knowledge and skill regarding breastfeeding.





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