

RAJARAJESWARI COLLEGE OF NURSING, BANGALORE

WORLD BREASTFEEDING WEEK CELEBRATION 01/08/2024 TO 08/08/2024

Theme: Closing the gap: Breastfeeding support for all

RajaRajeswari college of nursing organized world breastfeeding week with a view to create awareness among antenatal, postnatal mothers to educate, practice and emphasize the importance of exclusive breastfeeding. To celebrate the world breastfeeding week, Department of Paediatric Nursing and Obstetric and Gynaecological Nursing in collaboration with department of Paediatric, RajaRajeswari medical college and hospital, Bangalore organized various activities from 1/08/24 to 8/08/2024. The programmes were organized by Dr.Aarpitha, Associate Professor, Department of paediatrics, RRMCH. Prof.Suganya. V, HOD Department of paediatric nursing, Mrs. Debalina Dey, Associate professor, Department of paediatric nursing and Mrs.Vanasree, HOD Department of Obstetrics and gynaecological nursing. 3rd year B.Sc nursing, 2nd year GNM and 4th year B.Sc nursing students. This whole event was guided and supported by Dr.Uma Devi, Principal, RajaRajeswari College of nursing.

Breastfeeding week was inaugurated by Dr.Adarsh E, HOD Department of paediatrics, RajaRajeswari medical college and hospital, Bangalore. Every day events were organized for students and also to the public. On day one Essay writing competition was organized. On 2nd day health education was given to postnatal mothers in postnatal ward on importance of Colostrum, breastfeeding techniques, positions, importance of breastfeeding, breastfeeding problems and its management, exclusive breastfeeding, postnatal diet, weaning, expressed breast milk, storage of breast milk by 3rd year B.Sc nursing and 2nd year GNM students. On 3rd day Poster exhibition was done in OPD Complex, RRMCH, to bring awareness among the public, On 4th day quiz competition was conducted with 5 rounds, and total 18 teams were participated. On 5th day Cooking competition was conducted on postnatal diet in postnatal ward, on 6th day community awareness on breastfeeding was created in Ganapathihalli through rally, song related to importance of breastfeeding, skit on breastfeeding by 3rd year B.Sc nursing students and mime on breastfeeding support by family and society and fashion show on techniques of breastfeeding, and on final day public awareness programme in hospital lobby. Program started with flash mob by 4th year B.Sc nursing students, followed by song related to importance of breastfeeding, skit on breastfeeding by 3rd year B.Sc nursing students and mime on breastfeeding support by family and society and fashion show on techniques of breastfeeding by 2nd year GNM students.

Dr.Adarsh E, HOD Department of paediatrics, and Dr. Praveen Kumar, Medical superintendent, RajaRajeswari medical college and hospital, given enlightening speech on importance of breastfeeding to the public. And the program was concluded with vote of thanks.