

## REPORT OF WORLD BREASTFEEDING WEEK CELEBRATION ON AUGUST 1-7, 2019

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**Rama University**, Faculty of Nursing, Kanpur celebrated world breastfeeding week August 1 – 7, 2019 organized by Departments of O.B.G and Pediatric Nursing. The week was lively with various health awareness programs, competitions at the community, hospital area, and nursing college based on the current year's theme "**Empower Parents Enable Breastfeeding, Now And For The Future**".

### **Day 1- 01/08/2019:**

The world breastfeeding week-celebration was inaugurated by Mrs.A.C.Singh Dean faculty of Nursing and unfolded the current year theme . It was followed by a Model Exhibition competition. The competitive spirit was visible in the venue while displayed in the seminar hall. Dr. Reshmi Singh, H.O.D OBG Department Rama Hospital, Dr.Sweta OBG Department Rama Hospital and Mrs.Usha Rani, H.O.D Fundamentals of Nursing Department evaluated the exhibition models and appreciated their creativity. The Afternoon session gathered much audience for the role-play competitions in the college, performed by the students based on the concept of 'Breastfeeding' .The evaluators for the same was chosen from the faculty of Nursing itself. The first day celebrations ended with the role play competitions.

### **Day 2- 02/08/2019:**

The programmes of world breastfeeding week celebration continued for the second day with an exhibition organized at the Department of OBG outpatient Department of Rama Medical College Hospital & Research center, Kanpur .Around 50 mothers attended the health awareness program and took benefits from the exhibition. All the faculty members of OBG and Pediatric Nursing Department together with the nursing students, actively participated on this occasion. The health awareness program was done in hospital venue in front of OT complex and hospital entry. The day's activities were winded up with a role play and skit which were the medium by the students to spread the concept of 'Importance of Breastfeeding'.

### **Day 3- 03/08/2019:**

The third day of our World breast feeding week celebration focused on the rural population. A Health Awareness Programme was organized in DhartiNiwada Village, at the Shivrajpur community. The people were impressed by our student's

performance in skit and role play to impart knowledge to the community. The well co-operative village population gathered voluntarily and about 50 mothers and their family members attended the health education program. The health education by the nursing students covered the importance of breastfeeding and how to support the breastfed mothers in the family, society, etc along with role-play and skit. The day was alive with involvement of the rural families.

### **Day 5- 05/08/2019:**

On the fifth day of the world breast feeding week celebration we have conducted debate competitions at 10 am for the nursing students. The participants boosted up the themes with in breastfeeding, the spouse and family are supportive in breast feeding, breast feeding can be done in public places and provisions are available for exclusive breast feeding for working lactating mothers. The afternoon session ended in a painting competition on the theme .The judges for both the competitions were from various departments of Nursing. Mrs. Andal, HOD Mental Health Nursing, Mr .Alan V. Joseph, Asst. Professor MHN and Mrs Usha Rani K,H.O.D FON department were the evaluators for debate competition and the Painting Competition was evaluated by Mrs.Pratibha Srivastav , Asso.Professor CHN Department and Mr. Madan Mohan Gupta ,Asst. Professor FON department fulfilled the role of evaluators in painting competition.

### **Day 6- 06/08/2019**

The celebrations for world breast feeding week continued for the sixth day of the week with various competitions. At 10.30 am there was a mime competition in seminar hall of our college, regarding the theme of breastfeeding. Mrs.Rati Bajpai H.O.D applied science and humanities from FET, Mr. Raghavendran, H.O.D MSN department and Mr. Warjari, Lecturer MHN department evaluated the event. This was followed by that a skit competition. On the same day afternoon at 2.30 pm, we had toy-making competition. The soft toys were prepared on the spot with 90mts. All the evaluators were from the various departments of Faculty of Nursing.

### **Day 7- 07/08/2019**

The last day of the one week of celebration concluded with an inspiring seminar **On Empower**

**Parents, Enable Breast feeding: Now And For The Future.** Mrs.Veena Dolly Singh, Matron LLR hospital Kanpur was the chief guest and speaker for the seminar. After the invocation song the welcome speech was delivered by Mrs.Aakansha Bajpai Lecturer, Pediatric Nursing department. The inauguration function was graced with the presence of Mr. Prabhat Ranjan, Registrar Rama University and Mr. Bhargav Chief Medical officer Rama Hospital And Research Centre. The chairperson for the seminar was Mrs.Jasmi Manu ,H.O.D OBG Nursing Department . The seminar session was enlightened by the speakers including Mrs.A.C.Singh Dean/Principal Faculty of Nursing, Mr.Keshava Reddy H.O.D CHN Department, Mr.Raghavender H.O.D MSN Department, Mrs.Andal ,H.O.D MHN Department ,Mrs.Minu.S.R H.O.D, Pediatric Nursing Department ,Mrs.Usha Rani K, Mrs.Divya Diwedi Lecturer OBG Department and Mrs.Aakansha Bajpai Pediatric Nursing Department. The winners of various competitions were honored during the valedictory session. The vote of thanks was proposed by Ms. Nandini, Faculty Pediatric Nursing Department and the session adjourned with national anthem and photo session.



