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Nursing Department

World Breastfeeding Week 2023 Celebration: "Enabling Breastfeeding – Making a Difference for Working Parents"

During the World Breastfeeding Week celebration, Pediatric and Maternity doctors, as well as nurses, took a proactive initiative in collaboration with the Nursing Training & Development department. The focus of this year's theme, **"Enabling Breastfeeding – Making a Difference for Working Parents,"** highlighted the importance of supporting breastfeeding among parents in the workforce.

Event Highlights:

1. Quiz Competition and Training Session (2nd August 2023): A quiz competition was organized on August 2nd, 2023, targeting Nursing students, Staff Nurses, and Doctors. An impressive number of over 100 participants were engaged in the competition. The winners were announced and awarded on August 4th, 2023. Alongside the quiz, a training session was conducted on the same day. This interactive session equipped Nursing students, staff nurses, doctors and DNB with new information and clarity. Participants expressed an enhanced level of self-confidence and an eagerness to implement the acquired knowledge in their daily routines, both within hospital settings and at the community level.

2. Poster Making Competition (3rd August 2023): A poster making competition was held on August 3rd, 2023, involving all employees of the hospital. A total of 34 captivating posters were presented. Eminent personalities evaluated these posters, and prizes were awarded to the exceptional entries. The posters, designed to be visually appealing and comprehensible, served as valuable health education resources for parents. They were subsequently displayed in the pediatric and maternity departments, offering guidance and insights on breastfeeding.

3. Parent Session and Breastfeeding Counselor Felicitation (4th August 2023): On August 4th, 2023, a dedicated session was arranged for parents under the topic **"Reinforcement and Benefits of Breastfeeding for Best Start in Life."** This session aimed to engage parents who recently delivered and had neonates. As part of the event,

a breastfeeding counselor was honored for their valuable contribution. The participation of over 50 parents in the programme was truly remarkable. Feedback from parents illuminated the positive impact of the event, indicating that their doubts were clarified, and their confidence was bolstered. The active involvement and enthusiastic participation of parents yielded a highly positive outcome.

The World Breastfeeding Week celebration of 2023 achieved its goal of raising awareness about the significance of breastfeeding, particularly for working parents. Through informative sessions, interactive competitions, and impactful visual aids, the event contributed to a deeper understanding of breastfeeding's benefits and encouraged its adoption among parents in diverse contexts.





Poster



Competition



Parent Training Session

