Report on World Breastfeeding Week (WBW) Celebration 2026 - Event 1 – Quiz Programme

Introduction:

World Breastfeeding Week (WBW), observed annually from **1st to 7th August**, is a global campaign coordinated by the **World Alliance for Breastfeeding Action (WABA)** in collaboration with the **World Health Organization (WHO)** and **UNICEF**. The campaign aims to protect, promote, and support breastfeeding by creating awareness of its vital role in improving maternal and child health. Breastfeeding is one of the most effective interventions for ensuring optimal growth, development, and survival of infants. Early initiation of breastfeeding within one hour of birth, exclusive breastfeeding for the first six months of life, and continued breastfeeding up to two years and beyond with appropriate complementary feeding are strongly recommended to reduce infant morbidity and mortality.

The theme for **World Breastfeeding Week 2026**, **"Prioritise Breastfeeding: Create Sustainable Support Systems,"** highlights the importance of coordinated support from families, communities, healthcare professionals, workplaces, and policymakers to enable every mother to successfully initiate and continue breastfeeding.

To commemorate World Breastfeeding Week 2026, the **Department of Community Medicine, Arunai Medical College and Hospital**, organized a **World Breastfeeding Week Quiz Competition** to enhance awareness and strengthen knowledge on breastfeeding and Infant and Young Child Feeding (IYCF) practices among undergraduate medical and nursing students. The event aimed to promote evidence-based learning, encourage healthy academic competition, and reinforce the importance of breastfeeding as a cornerstone of maternal and child health.

With the support of our **Dean, Dr. D. Gunasingh**, and under the guidance of **Dr. A. Balaji, Professor and Head, Department of Community Medicine**, the Department organized a preliminary quiz competition on **20th July 2026**. A total of **10 teams** participated enthusiastically. Each team received a questionnaire consisting of **eight multiple-choice questions (MCQs) and five open-ended questions**, with a time limit of **20 minutes** to complete the test. The answer sheets were evaluated immediately, and the scores were

tabulated on the spot. Based on their performance, the **top five teams** qualified for the Grand Finale.

The preliminary quiz witnessed active participation and keen interest from the students. Participants appreciated the session and expressed that it was informative, engaging, and beneficial in improving their knowledge of breastfeeding practices.

Prelims







Grand Finale of the World Breastfeeding Week Quiz Competition

Following the preliminary round, the **Grand Finale** was conducted on **28th July 2026** at **8.00 a.m.** in the **Auditorium of Arunai Medical College and Hospital**.

The programme was organized under the guidance of **Dr. A. Balaji, Professor and Head, Department of Community Medicine**, who served as the **Organizing Chairman**, with **Dr. Sakthipriyan S., Assistant Professor**, serving as the **Organizing Secretary**. The quiz masters were **Dr. Pavithra M., Assistant Professor**, **Dr. Jeeva Radha, Senior Resident** and **Dr. Kalaivanan R., Assistant Professor**, and **Dr. Bharath Rajh, Senior Resident**, who served as the Scorekeeper and timekeeper. The event was conducted in the esteemed presence of **Dr. D. Gunasingh, Dean**, faculty members, and students.

The five finalist teams, each comprising three members, competed in the Grand Finale.

Team 1: Dharunvishal V.S., Aisvarya V.J., Santhosh G.M.

Team 2: Vigneshwaran S., Vikaash T., Gokulesh H.

Team 3: Sandhiya M., Sinduja K., Vidhya R.

Team 4: Sridevi R., Thamizhamuthu V., Suvetiga V.

Team 5: Bavithra J., Karthikayini R., Subiksha V.

Welcome Address

The programme commenced with a welcome address by Dr. Pavithra M., Assistant Professor, Department of Community Medicine, who warmly welcomed the Dean, faculty members, participants, and the audience.

Quiz Finals

Following the welcome address, the quiz competition commenced with an introduction to the rules and regulations by the quiz masters. The finalists then competed in **six challenging**

rounds, each designed to assess their knowledge, analytical thinking, teamwork, and presence of mind. The competition consisted of the following rounds:

- **Round 1 – Multiple Choice Questions (MCQs)**
- **Round 2 – Visual Round**
- **Round 3 – World of Acronyms**
- **Round 4 – Visual Round**
- **Round 5 – Buzzer Round**
- **Round 6 – Rapid Fire Round**

For **Rounds 1 to 5**, each correct answer carried **10 marks**, with **30 seconds** allotted for answering. Passed questions carried **5 marks** and had to be answered within **10 seconds**.

In the **Rapid Fire Round**, each team answered a set of **seven questions within one minute**, with **10 marks awarded for each correct answer**. No passed questions were permitted during this round.

To encourage audience engagement, interactive questions were posed between rounds, and enthusiastic participation from the audience made the programme lively and educational. Before the commencement of the competition, the quiz masters clearly explained the rules and regulations using a PowerPoint presentation. The scorekeeper and timekeeper ensured accurate scoring and smooth conduct of the competition.

At the end of the competition, the final scores were compiled, and the results were announced by the **Dean**. **Team 2** emerged as the **Winners**, while **Team 1** secured the **Runner-up** position. Prizes and certificates were distributed to the winners and runners-up. Participation certificates were also presented to all finalists and members of the organizing committee in appreciation of their enthusiastic involvement and contribution to the successful conduct of the event.

Vote of thanks

The programme concluded with a **vote of thanks by Dr. A. Balaji, Professor and Head, Department of Community Medicine**, who expressed his sincere gratitude to the Dean, faculty members, organizing committee, quiz masters, participants, students, and volunteers

for their wholehearted support and active participation in making the World Breastfeeding Week Quiz Competition 2026 a grand success. He also appreciated the enthusiastic involvement of all the teams and encouraged students to continue promoting awareness on breastfeeding and maternal and child health in their future medical practice.

Conclusion

The World Breastfeeding Week Quiz Competition 2026 was conducted successfully with enthusiastic participation from students and faculty members. The programme served as an effective platform to enhance awareness and strengthen knowledge on while promoting evidence-based learning and teamwork among undergraduate medical students. Overall, the quiz competition successfully fostered awareness, teamwork, and evidence-based learning, inspiring future healthcare professionals to advocate for optimal breastfeeding practic.

Glimpse of the event










TEAM 5


TEAM 4


TEAM 3





Prize Distribution Ceremony











