

REPORT ON WORLD BREASTFEEDING WEEK

AWARENESS PROGRAMME DAY 1 – EVENT 1 – 2026

Date: 10.08.2026

Venue: Murukampadi

Organized by: Department of Community Medicine

Under the guidance of **Dr. A. Balaji, Professor and Head, Department of Community Medicine**, World Breastfeeding Week awareness programme was successfully conducted at **Murukampadi** as part of the World Breastfeeding Week 2026 celebrations.

Background

World Breastfeeding Week, observed annually from **1st to 7th August**, is a global campaign aimed at promoting, protecting, and supporting breastfeeding. Breastfeeding plays an important role in ensuring optimal nutrition, growth, development, and health of infants while providing significant health benefits to mothers. The programme was organized to promote appropriate breastfeeding practices, address common myths and misconceptions, and strengthen mothers' knowledge regarding breastfeeding and infant and young child feeding practices.

Objectives of the Programme

- To identify the major benefits of breastfeeding for the mother and child.
- To describe appropriate breastfeeding positions and correct latching techniques.
- To demonstrate correct breastfeeding positioning and latching practices.
- To differentiate common myths and facts related to breastfeeding

Participants

A total of **25 mothers and 12 children** participated in the programme.

Team Members Involved

The programme was conducted under the guidance of **Dr. A. Balaji, Professor and Head, Department of Community Medicine**, with the active involvement of:

- **Dr. Pavithra** – Assistant Professor
- **Mr. Harikrishnan** – Health Inspector
- **Mr. Deiveegan** – Health Inspector
- **Mr. Kulandhaiesuraja** – Medical Social Worker
- **CRMI Interns**

Activities Conducted

Well Baby Contest

A **Well Baby Contest** was conducted for the 12 participating children as part of the World Breastfeeding Week celebration. The contest aimed to encourage awareness regarding healthy growth and development during early childhood. Based on the assessment, the **top three children were selected and presented with gifts** as a token of appreciation.





Health Education Session on Breastfeeding

Following the Well Baby Contest, a health education session was conducted by **Dr. Pavithra and the CRMI interns** for the participating mothers. The session covered important aspects of breastfeeding and maternal and child nutrition. The following topics were discussed:

Benefits of Breastfeeding

Mothers were educated regarding the benefits of breastfeeding for both the infant and mother, particularly its importance in promoting optimal growth, development, immunity, and overall child health.



Breastfeeding Positions

The mothers were educated regarding appropriate **breastfeeding positions** and the importance of maintaining a comfortable and suitable position for both the mother and baby by demonstration.



Correct Latching Technique

The importance of **correct attachment and latching** was explained using models. Mothers were guided regarding appropriate attachment to facilitate effective breastfeeding and reduce breastfeeding-related difficulties.



Maternal Diet during Lactation

The importance of a **balanced and nutritious diet during lactation** was discussed. Mothers were encouraged to consume a varied diet and maintain adequate fluid intake.



Myths and Facts Regarding Breastfeeding

Common **myths and misconceptions related to breastfeeding** were discussed, and evidence-based information was provided to help mothers distinguish between commonly held beliefs and recommended breastfeeding practices.

Interactive Session with Mothers

The health education session was followed by an **interactive discussion with the mothers**. Participants were encouraged to share their experiences, concerns, and difficulties related to breastfeeding. Their queries regarding breastfeeding positions, latching, maternal diet, and common misconceptions were discussed and clarified by the healthcare team.

Community Participation and Response

The programme witnessed **active participation from the mothers and children**. The interactive approach encouraged mothers to openly share their experiences and facilitated discussion regarding practical challenges related to breastfeeding. The session provided an opportunity to clarify doubts and reinforce appropriate breastfeeding practices.

Overall Outcomes

The programme contributed to:

- Increased awareness regarding the benefits of breastfeeding.
- Improved understanding of appropriate breastfeeding positions and correct latching.
- Enhanced awareness regarding maternal nutrition during lactation.
- Identification and clarification of common myths and misconceptions.
- Encouragement of mothers to discuss and address breastfeeding-related difficulties.
- Promotion of awareness regarding healthy growth and development among children.

Conclusion

The **World Breastfeeding Week Awareness Programme at Murukkambadi** was successfully conducted with active participation from **25 mothers and 12 children**. The Well Baby Contest, health education session, and interactive discussion provided an effective platform to promote breastfeeding and child health. The programme strengthened mothers' knowledge and encouraged the adoption of appropriate, evidence-based breastfeeding practices at the community level



REPORT ON WORLD BREASTFEEDING WEEK AWARENESS PROGRAMME DAY 2 – 2026

Date: 11. 08.2026

Venue: Manalurpettai Primary Health Centre (PHC)

Organized by: Department of Community Medicine

Background

Under the guidance of **Dr. A. Balaji, Professor and Head, Department of Community Medicine**, a World Breastfeeding Week awareness programme was conducted at **Manalurpettai PHC** as part of the 2026 celebrations. The programme aimed to strengthen antenatal mothers' knowledge and preparedness regarding appropriate breastfeeding practices and address common misconceptions related to breastfeeding.

Objectives of the Programme

- To identify the major benefits of breastfeeding for the mother and child.
- To describe appropriate breastfeeding positions and correct latching techniques.
- To differentiate common myths and facts related to breastfeeding.
- To discuss appropriate maternal dietary practices during lactation.
- To promote positive attitudes and supportive practices towards breastfeeding.

Participants

A total of **30 antenatal mothers** participated in the programme.

Team Members Involved

The programme was conducted by:

- **Dr. Pavithra** – Assistant Professor
- **Dr. Janarthanan** – Assistant Professor
- **Mr. Harikrishnan** – Health Inspector

- **Mr. Deiveegan** – Health Inspector
- **Mr. Kulandhaiesuraja** – Medical Social Worker (MSW)
- **CRMI Interns**

Activities Conducted

Event 2 - Community Quiz for Antenatal Mothers

As part of the **World Breastfeeding Week 2026** celebrations, a **community quiz on breastfeeding** was conducted for antenatal mothers at Manalurpettai PHC. The quiz was designed to assess and reinforce the participants' knowledge regarding **breastfeeding and maternal and child health**.

The antenatal mothers actively participated in the quiz and demonstrated enthusiasm throughout the session. Following the assessment, the **top three performers were selected and presented with gifts** as a token of appreciation and encouragement.

Community Participation and Response

The programme witnessed **active participation from all 30 antenatal mothers**. The quiz provided an engaging platform for the participants to assess their existing knowledge and reinforce important messages related to breastfeeding and maternal and child health.

Overall Outcomes

The programme helped to:

- Assess and reinforce the knowledge of antenatal mothers regarding breastfeeding.
- Improve awareness regarding the importance of breastfeeding for maternal and child health.
- Encourage active participation through an interactive learning approach.
- Promote peer learning and exchange of knowledge among the participants.
- Motivate antenatal mothers to prepare for appropriate breastfeeding practices after delivery.

Conclusion:

The **Community Quiz on Breastfeeding** was successfully conducted among **30 antenatal mothers at Manalurpettai PHC**. The interactive quiz served as an effective method of health education, providing an opportunity to reinforce key breastfeeding messages while encouraging active participation and interest among the antenatal mothers

Glimpse of the event



Event 3 - Group Discussion on Breastfeeding

A **group discussion was conducted for the antenatal mothers by Dr. Pavithra**. The session was conducted in an interactive and participatory manner, encouraging mothers to share their existing knowledge, experiences, beliefs, and concerns regarding breastfeeding.

The discussion covered the following topics:

- ❖ **Benefits of breastfeeding** for the mother and child.
- ❖ **Breastfeeding positions** and choosing a comfortable position for both mother and baby.
- ❖ **Correct latching technique** and its importance for effective breastfeeding.
- ❖ **Diet during lactation** and the importance of a balanced and nutritious diet.
- ❖ **Myths and facts regarding breastfeeding**, with clarification of common misconceptions. **Role of family support** in initiating and continuing breastfeeding, including the support of husbands and other family members.
- ❖ **Breastfeeding among working mothers**, including challenges after returning to work and practical measures such as expressing and safely storing breast milk and utilizing workplace breastfeeding facilities.
- ❖ **Challenges faced by working mothers**, such as separation from the baby, work schedules, lack of privacy, and inadequate facilities for expressing or storing breast milk.
- ❖ **Challenges faced by non-working mothers**, including household workload, lack of family support, misconceptions, perceived inadequate milk supply, and difficulties with positioning and latching.
- ❖ **Practical solutions and support systems** to help mothers overcome breastfeeding difficulties and continue breastfeeding successfully

Following the group discussion, the antenatal mothers were encouraged to **clarify their doubts and discuss their concerns regarding breastfeeding**. The healthcare team addressed their queries and provided appropriate guidance to help the mothers prepare for successful breastfeeding after delivery.

Community Participation and Response

The programme witnessed **active participation from all 30 antenatal mothers**. The group discussion provided an opportunity for mothers to openly share their views, experiences, concerns, and beliefs regarding breastfeeding. The interactive approach facilitated peer learning and helped clarify misconceptions related to breastfeeding.

Overall Outcomes

The programme helped to:

- ❖ Enhance antenatal mothers' knowledge regarding the importance and benefits of breastfeeding, improve understanding of appropriate breastfeeding positions, correct latching, common myths regarding breastfeeding and promote awareness regarding appropriate maternal nutrition during lactation.
- ❖ Increase awareness regarding the challenges faced by working mothers in continuing breastfeeding and the measures to overcome them.
- ❖ Promote awareness of family and workplace support required to facilitate continued breastfeeding among working mothers.

Conclusion

The **Group Discussion on Breastfeeding at Manalurpettai PHC** was successfully conducted with the active participation of **30 antenatal mothers**. The interactive discussion and counselling provided an effective platform to address breastfeeding-related concerns, clarify misconceptions, and promote appropriate breastfeeding practices. The session emphasized the importance of **early preparation, family support, and appropriate counselling** in helping mothers initiate and continue successful breastfeeding after delivery.

Glimpse of the event

