

Report on Awareness Programme – World Breastfeeding Week 2025

Theme for 2025: “Prioritise Breastfeeding: Create Sustainable Support Systems”

Introduction

Under the esteemed guidance of **Dr. Latha T**, Professor-cum-Principal, College of Nursing, AIIMS Bibinagar, the **Pediatric Nursing Team** and the **Health Literacy Club** jointly organized an impactful awareness programme during **World Breastfeeding Week 2025**. The programme aimed to educate parents, caregivers, and the community about the importance of exclusive breastfeeding, its benefits, and ways to overcome challenges in breastfeeding practices.

The Various events was held at the Auditorium, IPD and **OPD premises** of AIIMS Bibinagar, reaching a large number of patients, attendants, and visitors.

Organizing Team

Health Literacy Club

1. Dr. S.K. Mohanasundari – Assistant Professor, College of Nursing, AIIMS Bibinagar
2. Dr. Vasanth Kumar Kasturi – Nursing Tutor, College of Nursing, AIIMS Bibinagar
3. Mrs. Nama Nagamani – Nursing Tutor, College of Nursing, AIIMS Bibinagar
4. Mrs. K.M.K. Sridhar – Nursing Tutor, College of Nursing, AIIMS Bibinagar

Pediatric Nursing Team

1. Dr. S.K. Mohanasundari – Assistant Professor, College of Nursing, AIIMS Bibinagar
2. Mrs. Era Deepika Dayal – Tutor, College of Nursing, AIIMS Bibinagar
3. Mr. Guru P – Tutor, College of Nursing, AIIMS Bibinagar
4. Mrs. Divya R – Tutor, College of Nursing, AIIMS Bibinagar

Programme Details

- Date: 1st August 2025 to 7th August 2025
- Venue: Auditorium, IPD, OPD – AIIMS Bibinagar.
- Audience: IPD and OPD patients and attenders

Activities Conducted

1. Continuous Awareness Video Display: UNICEF breastfeeding promotion video played throughout the day in the OPD premises by Dr. Vasanth Kumar Kasturi and Dr. S.K. Mohanasundari.
2. Educational Reels: MSc Nursing students Mrs. Sonia, Mrs. Jaya Choudhary, and Mr. Dileep prepared reels focusing on the importance of breastfeeding.
3. Role Plays: Enacted by B.Sc. Nursing 1st-year students to demonstrate correct breastfeeding techniques, benefits of exclusive breastfeeding, and strategies to overcome challenges.
4. Rangoli Competition: Artistic designs created to visually promote the breastfeeding theme.
5. Reel Making Competition: Students prepared short educational videos for wider dissemination on digital platforms.
6. Poster Making Competition: Posters designed to convey breastfeeding awareness messages effectively.
7. Quiz competition: M.Sc. pediatric Nursing participated in Quiz competition to enrich their knowledge.

List of Student Participants & Activities

1. Role Play: Jahnabi Das, Khushboo Kasaniya, Anisha Mandal, Kushboo, Itishree, Vandana, Yashika, Sunita Seshma, Haripriya, Nikita Bawankule, Prashi, Sunita Chaudhary, Komal Meena, Priya and Parveen
2. Rangoli: Sunita Seshma, Haripriya, Prashi, Parveen, Dhanwanti, Manju, Nikita Bishnoi, Prita, Neetu, Nahid, Riya and Saneya
3. Reel Making: Jahnabi Das, Khushboo Kasaniya, Sonia, Jaya Choudhary, Dileep, Haripriya, Nikita Bawankule, Komal Meena and Itishree
4. Poster Making: Saneya, Riya, Dhanwanti, Saadiya and Adhwya

Prize Winners – World Breastfeeding Week Valedictory Function (7th August 2025)

1. Rangoli Competition
 - 1st Prize: Saneya & Riya
 - 2nd Prize: Dhanwanti & Sunita Seshma
 - 3rd Prize: Nikita Bawankule & Haripriya
2. Role Play

- 1st Prize: Chaudhary Jayaben, Sonia, Anisha, Yashika, Jahnabi, Itishree, Vandana, Khushboo, Khushboo Kasaniya, Sunita Seshma
 - 2nd Prize: Nikita Bawankule, Komal Meena, Sunita, Haripriya, Prashhi, Priya, Parveen
3. Reel Making Competition
- 1st Prize: Haripriya, Nikita Bawankule, Sunita, Komal Meena
 - 2nd Prize: Chaudhary Jayaben, Sonia, Dileep, Itishree, Jahnabi
4. Poster Making Competition
- 1st Prize: Saneya & Riya
 - 2nd Prize: Dhanwanti
 - 3rd Prize: Saadiya & Adhwya

Outcome

The awareness programme successfully achieved the following:

- Educated parents on exclusive breastfeeding for the first six months.
- Demonstrated correct latching and positioning.
- Clarified myths and misconceptions about breastfeeding.
- Encouraged continued breastfeeding alongside complementary feeding.
- Enhanced student skills in community engagement, health promotion, and creative health communication.

Prepared by:

Dr. S.K. Mohanasundari

Assistant Professor, College of Nursing

AIIMS Bibinagar

Prepared on Date: 08/08/2025

Name	Signature
Dr. S.K. Mohanasundari	
Dr. Vasanth Kumar Kasturi	
Mrs. Nama Nagamani	
Mrs. K.M.K. Sridhar	
Mrs. Era Deepika Dayal	
Mr. Guru P	
Mrs. Divya R	

Signature of the Principal

Glimpse of Events

