

Report on Awareness Programme – World Breastfeeding Week 2026

Theme for 2026: “*Breastfeeding for a sustainable start in life*”

Strengthen what works

Introduction

Under the esteemed guidance of **Dr. Latha T**, Professor-cum-Principal, College of Nursing, AIIMS Bibinagar, the **Pediatric and OBG Nursing Team** and the **Health Literacy Club** jointly organized an impactful awareness programme during **World Breastfeeding Week 2026**. The programme aimed to educate parents, caregivers, and the community about the myths and facts about breastfeeding, through community radio station.

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

OBG Team:

Mrs Vandana N Tutor, College of Nursing, AIIMS Bibinagar

Mrs pratheeba S Tutor, College of Nursing, AIIMS Bibinagar

Mrs Nagamani Tutor, College of Nursing, AIIMS Bibinagar

Programme Details

- Date: 1st August 2025 to 7th August 2025
- Venue: Community Radio Station and LT2 and Pedia lab
- Audience: General Public

Workshop on Lactation Management:

A two-day workshop on Lactation Management was organized by Dr. S. K. Mohanasundari, Assistant Professor, College of Nursing, and Dr. S. Thaniganinatha, Associate Professor, Department of Neonatology, for Nursing Officers, Junior Residents (JRs), and Senior Residents (SRs) working in the NICU.

The workshop was conducted over two days on 3rd and 5th August between 9am-5pm, with 30 healthcare professionals trained each day, resulting in a total of 60 healthcare professionals trained in essential aspects of lactation management and breastfeeding support in the NICU.

Quiz competition:

For Nursing students quiz Competition was organized by Mrs Vandana Tutor /CI (Nsg) and Mrs Nagamani. Tutor /CI (Nsg) on 4th August with a total of 31 B.Sc Nursing students were participated.

For nursing officers quiz completion were organized by Mrs Pratheeba S Tutor /CI (Nsg) at pediatric lab on 4th August total 5 team participated each team included two NOs.



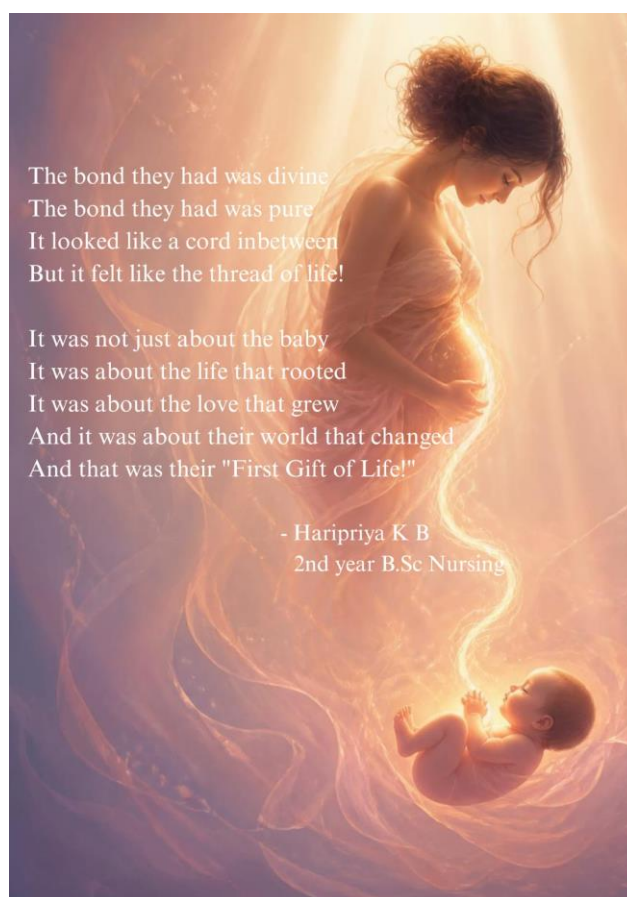
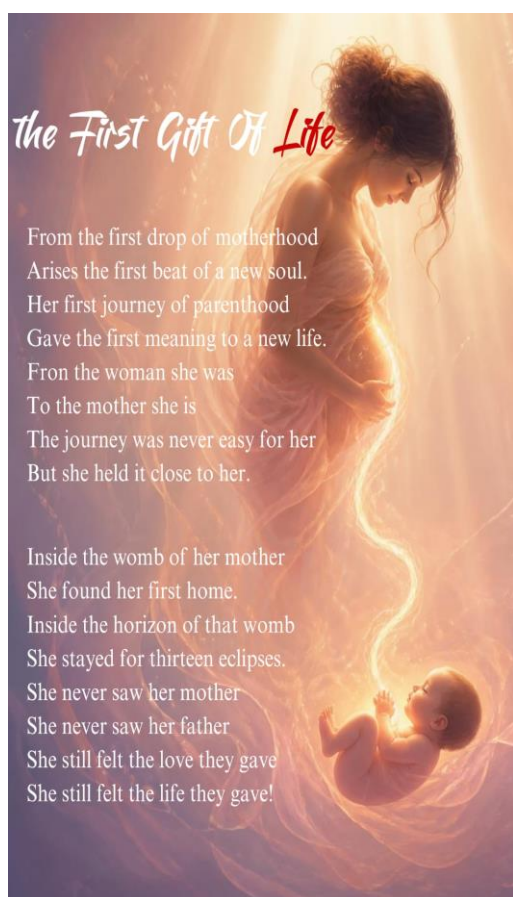
Essay competition:

It was organized by Mr Guru Tutor /CI (Nsg) on 5th August at LT 2 College of Nursing and a total 8 participants were participated which included B.Sc. nursing students and Nursing officers.



Poetry competition:

It was organized by Mrs Era Deepika Dayal and Mrs Divya R Tutor /CI (Nsg) on 6th August and a total 5 participants were participated which Included B.Sc. nursing students and Nursing officers.



Outline of the Radio Talk:

Myths and facts about breastfeeding

Myth	Fact
Breast milk is not enough for the baby during the first few days.	Colostrum, produced in small quantities, is sufficient and perfectly designed for the newborn's needs.

Colostrum should be discarded because it is dirty or stale milk.	Colostrum is the baby's first immunization, rich in antibodies, nutrients, and growth factors.
Babies need water in addition to breast milk, especially in hot weather.	Breast milk contains enough water; exclusively breastfed babies do not need additional water for the first 6 months.
Mothers with small breasts cannot produce enough milk.	Breast size does not determine milk production; frequent feeding and proper latch are more important.
Breastfeeding should stop when the mother is sick.	Most common illnesses do not require stopping breastfeeding. Breastfeeding often helps protect the baby through transferred antibodies.
Formula milk is as good as breast milk.	Breast milk provides optimal nutrition, immune protection, and developmental benefits that formula cannot fully replicate.
A crying baby always means the mother has insufficient milk.	Babies cry for many reasons, including hunger, discomfort, tiredness, or the need for comfort.
Breastfeeding causes breasts to sag.	Pregnancy, aging, genetics, and weight changes have a greater effect on breast shape than breastfeeding.
Mothers should stop breastfeeding when the baby develops diarrhea.	Breastfeeding should continue during diarrhea because it helps prevent dehydration and promotes recovery.
Frequent feeding means the mother has inadequate milk.	Frequent feeding is normal, especially during growth spurts, and helps increase milk production.
Mothers should avoid breastfeeding after a cesarean section.	Breastfeeding can and should begin as early as possible after a cesarean delivery with appropriate support.
Breastfeeding should stop when complementary foods are introduced.	Breastfeeding should continue along with complementary feeding up to 2 years and beyond.
Mothers must eat special expensive foods to produce milk.	A balanced, nutritious diet and adequate hydration are usually sufficient for milk production.
Breastfeeding spoils the mother's figure.	Breastfeeding helps mothers recover after childbirth and may assist with postpartum weight loss.
Working mothers cannot continue breastfeeding.	Expressed breast milk, workplace support, and proper planning can help working mothers continue breastfeeding.
If a baby feeds frequently at night, breast milk is not enough.	Night feeding is normal and helps maintain milk production.

Formula-fed babies sleep better and grow faster.	Breastfed babies grow normally and receive unique health and developmental benefits.
Breastfeeding is painful and should always hurt.	Proper breastfeeding should not be painful; pain often indicates poor positioning or latch problems.
Mothers should wash nipples before every feed.	Routine bathing and normal hygiene are sufficient; frequent washing may cause nipple dryness and cracking.
Breastfeeding is only for nutrition.	Breastfeeding provides nutrition, immunity, comfort, bonding, and emotional security.



Validatory Pics:



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	
Mrs Vandana N	
Mrs pratheebea S	
Mrs Nagamani	

Signature of the Principal

Glimpse of Events

