

BISHOP BENZIGER COLLEGE OF NURSING KOLLAM



REPORT ON WORLD BREAST FEEDIN WEEK CELEBRATION

INTRODUCTION

Bishop Benziger College of Nursing organized world breast feeding week with a view to create awareness among Mothers practice, Emphasize & educate exclusive breast feeding.

The Department of Obstetrics and Gynecological Nursing, Bishop Benziger College of Nursing observed World Breastfeeding Week from 1st to 07th August 2021 on the theme 'Support Breastfeeding a shared responsibility'.

Every year, countries around the world observe World Breastfeeding Week for a good reason breastfeeding is one of the most effective ways to provide children everywhere with the best start to life. This year, the World Health Assembly embraced the annual celebration of World Breastfeeding Week by Member States as a valuable way to advocate for the protection, promotion and support of breastfeeding everywhere.

AIMS OF THE BREAST FEEDING CAMPAIGN

- To make aware the peer group to support mothers in order to establish and carry on the breastfeeding.
- To initiate the breastfeeding supporters to be trained to provide support to mothers and babies in more effective ways.
- To make aware the people to attend and expand the Peer Counseling programmes by letting them know the effective and efficient benefits of the Peer Counseling.
- To Educate antenatal and postnatal mothers of Bishop Benziger Hospital about importance of breastfeeding.

- To Educate Students of Fatima Mata National College Kollam about importance of Health education and assessing Mothers with breastfeeding.
- To Educate members of QSS Kollam about importance of breastfeeding and breast self-examination.

PROGRAMME DETAILS

SL NO	DATE	TIME	ACTIVITY	VENUE
1	04/08/21	10.30-11.30am	Health education on breast feeding	Antenatal ward Postnatal ward OPD Labour room
2	06/08/21	2.00-3.00pm	Lecture cum discussion on breastfeeding	Antenatal ward
3	07/08/21	7.00-8.30pm	Webinar on Importance of breast feeding Breast Feeding And discussion with students and teachers of Fatima Mata National College Kollam.	Zoom platform
4	08/05/21	2.00-3,30pm	Lecture on Breast feeding and Breast Self-Examination	QSS KOLLAM

DAY 1

HEALTH EDUCATION

To bring awareness among the public, Mass Health Education on Breast feeding was done in OPD Complex, antenatal ward, postnatal ward and labour room of Bishop Benziger College of Nursing Kollam on 4th August 2021. The main emphasize of the class was on the importance of breast feeding, breastfeeding technique and its advantages to mother, baby and the society.



Health education on breastfeeding in antenatal and postnatal ward of BBH Kollam.

DAY 2

LECTURE CUM DISCUSSION

To promote awareness among the students, a lecture cum discussion was carried out in IVth Year BSc Nursing students of Bishop Benziger College of Nursing Kollam. Theme of the presentation was Protect Breastfeeding A shared responsibility. Session highlighted the importance of early initiation of breast feeding, exclusive breastfeeding for six months, continuing breastfeeding till two years, avoiding formulae feeds and its disadvantages, positioning and attachment, expression and storage of breast milk. The session was interactive and informative.

DAY 3

WEBINAR ON BREASTFEEDING

A Webinar on Breast feeding was conducted on 7th August,2021 at 7.00pm-8.30pm to Students of Fatima Mata National College Kollam by Department of Obstetrics and Gynecological Nursing, Bishop Benziger College of Nursing Kollam. Breastfeeding, its importance, techniques, methods, benefits, hunger cues, breast massage, expression of breast milk and its storage. Discussed about role of youngsters in promotion and protection of breastfeeding. Students were benefited by this discussion programme.



INTERNAL QUALITY ASSURANCE CELL
FATIMA MATA NATIONAL COLLEGE
(Autonomous)
Kollam-1
www.iqac.fmnc.ac.in

Community Health Club, FMNC
in collaboration with
Bishop Benziger Nursing College, Kollam

Celebrates

BREAST FEEDING WEEK-2021

with

An "Online Quiz Competition" on
06.08.2021 at 5 pm

Link to the Quiz Competition: <https://forms.gle/91ct4ctUJc6WgykQA>

&

A "Lecture" on 07.08.2021 at 7 pm

Link for Registration: <https://forms.gle/hEeAwucmW44xmnyY9>

Topic of the Lecture "PROTECT BREAST FEEDING:
A SHARED RESPONSIBILITY"

Resource Person



Mrs. Nisha John
Lecturer
Bishop Benziger College of Nursing
Kollam

Dr Jojo P.J.
Principal, FMNC

Rev. Fr Anil Jose
Manager, FMNC

Dr Shaiju P.N.
Co-ordinator, IQAC, FMNC

Dr Anoop K.R.
Principal,
Bishop Benziger College of Nursing

Mrs Nisha Thomas P
Convenor, Community Health Club

DAY 4

LECTURE ON BREASTFEEDING AND BREAST SELF EXAMINATION

An interactive education session on Breast feeding and Breast self-examination , was conducted on 08th August, 2021 in QSS Kollam by Mrs. Laya S Ist year MSc Nursing (Department of Obstetrics & Gynecological Nursing). Participants were educated on the breast self-examination and techniques. 10 members of QSS was participated in the session. The session was interactive and informative.



Lecture on breast self-examination conducted in QSS.



Lecture on breast self-examination conducted in QSS

CONCLUSION

The one week events were organized by the faculty: Prof. Annal Angeline, HOD OBG Department, Mrs. Joyce Yesudas, Assistant Professor, OBG Dept, Mrs. Nisha John, lecturer OBG Department Mrs. Laya S, Ist year MSc Nursing Student of Bishop Benziger College of Nursing Kollam. This whole event coordinated & guided by Dr. Anoop K R Principal, Bishop Benziger College of Nursing Kollam.