

World Breastfeeding Week observations 2022 at JIPMER Urban Health Centre, Kurusukuppam

World Breastfeeding Week was observed from August 1st - August 7th 2022 at JIPMER Urban Health Centre on the theme “**Step up for Breastfeeding - Educate and Support**” by the Department of Preventive and Social Medicine, JIPMER and sponsored by Indian Public Health Association (Puducherry State Branch).

On August 4th 2022, an event was organized in JUHC, Kurusukuppam. Around 20 mothers with their families and all the Anganwadi teachers in the areas - Kurusukuppam, Vazhaikulam, Chinnayapuram and Vaithikuppam attended the event. Initially, the upgraded breast-feeding corner was inaugurated for use by general public and UHC staffs by Dr. Sitanshu Sekhar Kar, HOD and Professor, Department of P&SM. Following which, welcome address and health talks were delivered by other faculty members – Dr. Mahalakshmy, Dr. Jayalakshmy and Dr. Venkatachalam, Additional Professor, Department of P&SM & Chief Nursing Officer, JIPMER on the importance of breastfeeding. A guest talk on the key clinical practices to support breastfeeding was given by Dr. Murugesan, Assistant Professor, Neonatology, which was followed by question & answer session. All the targeted beneficiaries took part actively and keenly observed the health education messages. The healthy foods to be consumed by lactating mothers were displayed. The event was concluded after prize distribution to the mothers who have been identified to follow good breast-feeding practices. Throughout the week, health education and awareness activities were conducted in the special clinics in the centre, during vaccination camps and field visits.



Observance of World Breastfeeding Week at JIPMER Rural Health Centre, Ramanathapuram

World Breastfeeding Week was observed from 1st August 2022 – 7th August 2022 at Jawaharlal Institute Rural Health Centre (JIRHC), Ramanathapuram. This year's World Breastfeeding Week theme is "Step up for Breastfeeding - Educate and Support". The event was organized by the Dept. of PSM, JIPMER and sponsored by Indian Public Health Association (Puducherry State Branch)

On 3rd August 2022, the entire team of JIRHC – including the CMO, SR in-charge, MD residents, MBBS interns, PHNOs, SNOs, ANMs and ASHAs - pledged to 'Step Up for Breastfeeding. On 4th August 2022, around 30 mothers with their families from all four villages in the JIRHC service area (Ramanathapuram, Thondamantham, Thutipet and Pillayarkuppam), as well as the Anganwadi Workers from all four villages graced the event with their presence. Dr Sonali Sarkar (Professor, Dept. of PSM, JIPMER) delivered the opening address on the importance of breastfeeding, which was followed by a quiz competition for mothers on 'Recommended Breastfeeding Practices', coordinated by the MD Junior Residents and ANMs. All attendees took part actively. This was followed by a special address by Dr Murugesan A (Assistant Professor, Dept. of Neonatology, JIPMER) debunking various myths related to infant and young child feeding. A video was shown on the various benefits and techniques of breastfeeding and the doubts of the mothers were addressed. The event was concluded with a prize distribution for the winners of the quiz as well as the "Healthy Baby Contest" which had been conducted prior to the celebrations of the day.



World Breastfeeding Week celebrations 2022 at JISPH

World Breastfeeding Week was observed from August 1st - August 7th 2022 at JIPMER on the theme “**Step up for Breastfeeding - Educate and Support**” by the Department of Preventive and Social Medicine, JIPMER and sponsored by Indian Public Health Association (Puducherry State Branch).

On August 2nd 2022, a quiz competition was held for the Master of Public Health Part-1 trainees. A total of 19 participants (10 teams) participated in the preliminary round. Out of which, 4 teams were selected for final round. Final round of quiz included the following rounds - **Multiple choice questions, picture based and rapid fire**. Quiz competition was conducted in the presence of Dr. Sitanshu Sekhar Kar, HOD and Professor, Department of P&SM, Dr. Gautham Roy, Dr. Sonali Sarkar, Dr. Palanivel, Dr. Swaroop Kumar Sahoo.

The following participants bagged the first three prizes

Prize position	Name of the Participants	Cash Prize
1 st Prize	Naveen Kumar, Srijeeta	Rs. 1000
2 nd Prize	Sahithya, Bhanushree	Rs. 750
3 rd Prize	Veera Prasad, Swateeja	Rs. 500

