TAGORE MEDICAL COLLEGE & HOSPITAL
DEPARTMENT OF COMMUNITY MEDICINE
Urban Health Centre & Rural Health and Training Center

activities for
World Breast Feeding Week – 2021

TAGORE MEDICAL COLLEGE AND HOSPITAL
DEPARTMENT OF COMMUNITY MEDICINE
WORLD BREASTFEEDING WEEK 2021
AUGUST 1ST TO 7TH

DAY 1 ON 2ND AUG, 2021
Community Activity At TMCH RHTC
Kelambakkam.

DAY 2 ON 3RD AUG, 2021
FOCUS GROUP DISCUSSION
about breastfeeding among pregnant
women in Govt PHC at Kelambakkam &
Haridassapuram.

DAY 3 ON 4TH AUG, 2021
Organizing well baby clinic in
Govt PHC at Kelambakkam &
Haridassapuram.

DAY 4 ON 5TH AUG, 2021
Community activity at
TMCH UHTC
Kelambakkam.

DAY 5 ON 6TH AUG, 2021
Health education activity in
Govt PHC
At Manampathi.

DAY 6 ON 7TH AUG, 2021
Quiz program in
ICDS center among ANC & PNC
Mothers both Rural & Urban
field practice area.
WORLD BREASTFEEDING WEEK

PROGRAMME

RHTC, KELAMBAKKAM – COMMUNITY ACTIVITY

DATE: 02.08.21
TIME: 10.00am-12.30pm
PLACE: RHTC, Kelambakkam
THEME: Protect the breastfeeding – A shared responsibility

OBJECTIVE:

- INFORM- People about link between gender-equitable parental social protection & breastfeeding.
- ANCHOR- Parent friendly values & gender equitable social norms at all levels to support breastfeeding.
- ENGAGE- With individuals and organizations for greater impact.
- GALVANISE- Action on gender equitable parental social protection to advance breastfeeding.

TEAM: All RHTC staff with

- In charge AP
  Dr. Vikram

- PG’s
  Dr. A. Keethhana
  Dr. R. Nivetha
  Dr. V. Kavitha
  Dr. S. Vinodhraja

- CRRI’s
  Dr Harini.T
  Dr Harish Kumar.S
  Dr Harishmitha.A
  Dr Hemalatha.S
✓ As a part of our programme, we created awareness on breastfeeding. About 30 participants were taught about the Facts and myths about breast feeding in their locality followed by demonstration of the correct position of breastfeeding and the importance of breastfeeding. Diet for lactating women was also explained to AN and PN mothers.
✓ QUIZ was conducted followed by prize distribution. Participants actively took part in the competition.
WORLD BREAST FEEDING WEEK PROGRAMME
RHTC, KELAMBAKKAM- FOCUS GROUP DISCUSSION

DATE: 03.08.21
TIME: 10.30am-12.30pm
PLACE: Govt PHC, Kelambakkam

THEME: Protect the breastfeeding – A shared responsibility

TEAM:

➢ Prof & HOD of Community Medicine
  Dr.A.Balaji

➢ In charge AP

Dr.Vikram

➢ PG’s
  Dr.A.Keethhana
  Dr.R.Nivetha

➢ CRRI’s
  Dr Gokul raj
  Dr Gopi Krishna

➢ RHTC Team
  Mr.Sugumaran HI
  Mr Ganapathy HE

✓ In our programme, we created awareness on breastfeeding in collaboration with kelambakkam government PHC for about 38 AN and PN mothers participated. The participants were separated into two groups for Focus Group Discussion with a two PGs as a moderator.
In each group discussion was about Facts and myths about breast feeding in their locality, the benefits of breastfeeding for baby and mother, Diet for lactating women and some of doubts. Difficulty in positioning and attachments of breastfeeding were sorted out.

Most of the mothers actively participated and prize was distributed by Dr. A. Balaji prof and Head, Dept of Community Medicine for active participants.

FOCUS GROUP DISCUSSION
WORLD BREASTFEEDING WEEK

PROGRAMME

UHC, CHROMPET- FOCUS GROUP DISCUSSION

DATE: 03.08.21
TIME: 10.30am-12.30pm
PLACE: Govt PHC Haridassapuram

THEME: Protect the breastfeeding – A shared responsibility

FOCUS GROUP DISCUSSION

Breastfeeding among pregnant women

- Department of Community Medicine, on 3.08.2021 organized Focus Group Discussion on breast feeding among Ante- natal and post- natal mothers in Govt PHC Haridassapuram.
- Awareness speech about the breast Feeding delivered by Associate Professor Dr. R.C. karthick.
- Benefits of breast feeding for mother and child delivered by Post Graduate Dr. V. Kavitha and posters displayed by CRRI’S.
✓ Medical officer of PHC Haridassapuram gave lecture about Nutritive foods for lactating mothers.
✓ Focus Group Discussion on breast feeding among Ante- natal and post- natal mothers moderated by Associate Professor Dr.R.C.karthick.
✓ Totally 25 Antenatal and postnatal mothers Participated in this FGD.

WORLD BREASTFEEDING WEEK
PROGRAMME RHTC, KELAMBAKKAM –
WELL BABY CLINIC
DATE: 04.08.21
TIME: 9.30am-11.30pm
PLACE: Govt PHC, Kelambakkam
THEME: Protect the breastfeeding – A shared responsibility
TEAM:

➢ PG’s
  Dr.A.Keethhana
  Dr.R.Nivetha
  Dr.V.Kavitha
  Dr.S.Vinodhraja

➢ CRRI’s
  Dr Hakshaya
  Dr Harini.T
  Dr Indhu

➢ RHTC Team
  Mr.Sugumaran HI
  Mr Ganapathy HE

✓ As a part of our programme, we created awareness on Importance of breastfeeding, demonstration of the correct position of breastfeeding then finally Diet for lactating women and weaning for children followed by Well-Baby Clinic in collaboration with kelambakkam government PHC for about 20 participants checked for weight and height for the age.
✓ Well baby clinic was conducted & participants with appropriate weight and height were awarded with prize.
WORLD BREASTFEEDING WEEK
PROGRAMME
UHC, CHROMPET- WELL BABY CLINIC

DATE: 04.08.21
TIME: 10.30am-12.30pm
PLACE: Cittalapakkam ICDS center
THEME: Protect the breastfeeding – A shared responsibility

Well baby clinic

✓ Department of Community Medicine combined with ICDS department on 4.08.2021 organized well baby clinic in cittalapakkam ICDS center.
✓ Awareness speech about the breast Feeding delivered by Associate Professor Dr.R.C.karthick.
✓ Benefits of breast feeding for mother and child delivered by Post Graduate
Dr. V. Kavitha and posters displayed by CRRI’s.
✓ Child development programe officer (CDPO) of st. Thomas mount block gave lecture about Nutritive foods for ante natal and lactating mothers.

Role play

A Musical role play was done by CRRI’s of Community Medicine about benefits and myths of breast feeding.
✓ Height and weight measured for 30 babies.
✓ Prizes distributed to three well babies on basis of criteria of having correct weight for age, exclusive breast feeding given by mother, fully immunized for age, family planning method adoption by the couple.
PROGRAMME
UHC, CHROMPET- COMMUNITY ACTIVITY

DATE: 05.08.21
TIME: 10.30am-12.30pm
PLACE: House to House campaign, Haridasspuram.
THEME: Protect the breastfeeding – A shared responsibility

HOUSE TO HOUSE CAMPAIGN

✓ Department of Community Medicine, on 4.08.2021 conducted house to house awareness campaign on breast feeding involving CRRI'S and post graduates in cittalapakkam, field practice area of UHTC.

WORLD BREASTFEEDING WEEK
PROGRAMME
RHTC, KELAMBAKKAM- HEALTH EDUCATION ACTIVITY

DATE: 06.08.21

TIME: 10.30am-12.30pm

PLACE: Govt PHC, Kelambakkam

THEME: Protect the breastfeeding – A shared responsibility

TEAM:

➢ Prof & HOD of Community Medicine
   Dr.A.Balaji

➢ PG’s
   Dr.A.Keethhana
   Dr.R.Nivetha

➢ CRRI’s
   Dr Gokul raj
   Dr Hakshaya
   Dr Harini.T
   Dr Harish Kumar

➢ RHTC Team
   Mr.Sugumaran HI
   Mr Ganapathy HE

✓ In our programme, we created awareness on breastfeeding in collaboration with Manampathy government PHC.
About 25 participants with 9 VHNs were taught about the Facts and myths about breast feeding in their locality followed by demonstration of the correct position of breastfeeding and the importance of breastfeeding. Diet for lactating women was also explained to AN and PN mothers.

HEALTH EDUCATION ACTIVITY
✓ Finally arranged for a exhibition about the Diet for Antenatal and postnatal mothers.

FOOD ITEMS EXHIBITION FOR AN & PN MOTHERS

WORLD BREASTFEEDING WEEK
PROGRAMME
UHC, CHROMPET-HEALTH EDUCATION
ACTIVITY

DATE: 06.08.21
TIME: 10.30am-12.30pm
PLACE: Govt PHC Haridassapuram
THEME: Protect the breastfeeding – A shared responsibility

Health education activity
WORLD BREASTFEEDING WEEK PROGRAMM
RHTC,Kelambakkam-WELL BABY

CLINIC

DATE: 07.08.21
TIME: 10.00 AM – 12.00 PM
PLACE: Anganwadi centre , Kelambakkam.
THEME: Protect the breastfeeding – A shared responsibility
TEAM:
➢ PG’s
   Dr.A.Keethhana
   Dr.R.Nivetha

➢ CRRI’s
   Dr Gokul raj
   Dr Hakshaya
   Dr Gopi krishna

➢ RHTC Team
   Mr Ganapathy HE
   Mrs.Padmavathy Record Clerk
   Mrs. Indirani- field worker
   Mrs. Kamala-Anganwadi worker

✓ As a part of our programme, we created awareness on Importance of breastfeeding, demonstration of the correct position of breastfeeding then finally Diet for lactating women and weaning for children followed by Well-Baby Clinic in collaboration with Kelambakkam Anganwadi center for about 25 participants checked for weight and height for the age.

✓ Games was conducted & participants were divided into three groups based on the age such as Less than 1 year, 1-2years and more than 2yrs among them, winners were awarded with prize.