



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 BREAST FEEDING 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.Vinodhraj

➤ **CRRI's**

Dr Harini.T

Dr Harish Kumar.S

Dr Harishmitha.A

Dr Hemalatha.S

Dr Indhu.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 CRRIS.



- ✓ 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.Vinodhraj

➤ **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.

WELL BABY CLINIC



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 programme 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.



World Breastfeeding Week-2021



- ✓ 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.

WORLD BREASTFEEDING WEEK

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.



