

Nurturing Health and Bonds: World Breastfeeding Week 2023

"Love, Nourish, Flourish: Celebrate Breastfeeding"

The observance of World Breastfeeding Week at Gouri Devi Institute of Medical Sciences and Hospital, Durgapur, marked an important initiative undertaken by the Department of Pediatrics. From August 1st to 7th, the institution joined the global chorus in commemorating this annual event, focusing on raising awareness about the significance of breastfeeding and promoting the well-being of both mothers and infants.

World Breastfeeding Week, observed globally from August 1st to 7th each year, serves as a platform to advocate for the importance of breastfeeding while striving to improve the health outcomes of both infants and mothers. The event was established through collaboration between the World Alliance for Breastfeeding Action (WABA), the World Health Organization (WHO), and the United Nations Children's Fund (UNICEF).

The event culminated in a thought-provoking dialogue among esteemed healthcare experts. Dr. Snehangshu Chakroborty, HOD Pediatrics; Dr. Ashok Goswami, HOD Obstetrics and Gynecology; and Dr. Subodh Kr. Bhattacharya, Dean and Principal, participated in a robust discussion enriched by the inclusion of pertinent case studies. This symposium served as a platform for exchange, contributing to the dissemination of invaluable insights.



Breastfeeding is an innate and crucial process that offers an array of health benefits for infants, mothers, families, and communities alike. Breast milk emerges as a complete and unparalleled source of nutrition, delivering essential nutrients, antibodies, and growth factors necessary for optimal infant development. Additionally, breastfeeding bolsters the immune system, mitigating the risk of various ailments such as infections, allergies, and long-term chronic conditions.

Each year, World Breastfeeding Week adopts a distinct theme, focusing on a particular facet of breastfeeding. This year's theme, "Protect Breastfeeding: A Shared Responsibility," accentuates the necessity of collaborative endeavours to bolster and safeguard breastfeeding practices. Collective efforts are channelled to empower mothers with the requisite information, resources, and conducive environments needed for informed decision-making.



The celebration underscores the imperative to confront challenges that hinder optimal breastfeeding practices. Noteworthy challenges encompass inadequate family and workplace support, limited access to accurate healthcare information, and the societal stigma attached to breastfeeding in public spaces. To combat these obstacles, the global community—comprising individuals, organizations, governments, and healthcare providers—must champion comprehensive breastfeeding education, uphold the rights of mothers to breastfeed

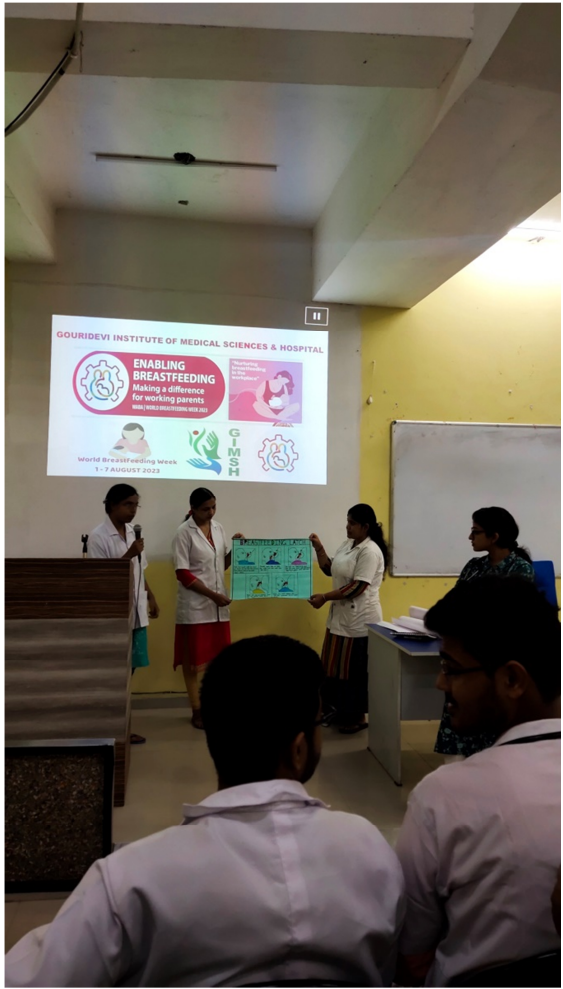
in public areas, establish breastfeeding-friendly workplaces, and ensure access to lactation support services.

World Breastfeeding Week serves as an influential platform for advocacy, knowledge dissemination, and the empowerment of mothers in making informed choices about breastfeeding. This collective celebration substantiates the commitment to enhance the well-being of infants, mothers, and society at large. Through embracing this occasion, we contribute towards cultivating a healthier and more nurturing world for generations to come.



As part of the awareness and celebration program, students from the MBBS and Nursing disciplines lent their creative talents, crafting and presenting thematic posters that resonated with the occasion's essence. This visual symphony of awareness was followed by presentations delivered by Dr. Debanjana Basak, Assistant Professor of Pediatrics, which shed light on the significance of breastfeeding and elucidated various breastfeeding positions.

A short skit was also performed by the MBBS students to spread awareness about the importance of breastfeeding and ways to support breastfeeding working mothers.



The commemoration of World Breastfeeding Week at Gouri Devi Institute of Medical Sciences and Hospital resonates as an anthem of dedication, a commitment to nurturing an environment that staunchly advocates for the health and well-being of mothers, infants, and the entirety of the communal fabric. The harmonious vibrations of this celebration echo a steadfast promise towards fostering a realm brimming with compassion and empowerment.