



World Breast Feeding Week Celebrations



The Department of Obstetrics and Gynecology Nursing and the Department of Neonatology observed World Breast Feeding Week from 1st to 7th August, 2022, centered on the theme “Step Up for Breast Feeding : Educate and Support”.

The inaugural programme was conducted in G4 South Ward. Mrs. Nirmala Manoharan, Retired Professor, CMC Vellore highlighted the importance of breast feeding during her Chief Guest's address and Mrs. Shanthi, Lactation Nurse Educator, Government Medical College, Vellore spoke on the significance of the human milk bank. Dr. Joanna, a breast feeding mother motivated other lactating mothers by sharing her experience. An awareness programme on importance of breast feeding through the traditional Villupattu and skit was conducted by the nursing staff. In the CMC Intranet, information on the importance, commonly asked questions, problems and remedies related to breast feeding were displayed.

Mrs. Mories Shankar, Nurse Manager and Mrs. Grace Mary, Lactation Nurse Educator, CMC Vellore conducted an educational programme on breast feeding and held discussions on commonly asked questions and practical tips on breast feeding. The nursing staff of OBG Nursing Department, CHAD, RUHSA and from Scudder Memorial Hospital, Ranipet were benefited from these discussions.



News Highlights

A Flash Mob was organised to sensitize the importance of breast feeding and the final year GNM nursing students organised a Villupattu and pep-talk across the corridors of the OBG department in ISSCC building . Posters were displayed in the wards and corridors of the department;Information pamphlets were distributed to raise the awareness and group health education was conducted in the wards on various aspects related to breast feedin throughout the week. Essay and slogan competitions were conducted for the mothers admitted in the OBG wards and prizes were distributed.

