

Report

Celebration

Of

'World Breastfeeding Week 2020'

**DEPARTMENT OF COMMUNITY MEDICINE & FAMILY MEDICINE
All India Institute of Medical Sciences, Kalyani**

Background

World Breastfeeding Week is celebrated every year from August 1 to 7. Different organizations from more than 120 countries conduct programs to celebrate the week. The aim of these celebrations is to encourage breastfeeding and improve the health of babies around the world. It commemorates the Innocenti Declaration signed in August 1990 by government policymakers, WHO, UNICEF and other organizations to protect, promote and support breastfeeding.

World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organizations dedicated to the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. WABA works closely with many organizations and individuals. Annually, WABA coordinates and organizes the World Breastfeeding Week (WBW) between August 1 to 7. Since 2016, they have aligned their WBW campaign with the United Nation's Sustainable Development Goals (SDGs). This is known as the WBW-SDGs Campaign.

The theme of WBW2020 is **'Support breastfeeding for a healthier planet!'** WBW2020 focuses on the impact of infant feeding on the environment/climate change and the imperative to protect, promote and support breastfeeding for the health of the planet and its people. The theme is aligned with thematic area #3 in the WBW-SDG 2030 campaign which highlights the links between breastfeeding and the environment/climate change.

The objectives of WBW2020 are:

- INFORM people about the links between breastfeeding and the environment/climate change
- ANCHOR breastfeeding as a climate-smart decision
- ENGAGE with individuals and organizations for greater impact
- GALVANISE action on improving the health of the planet and people through breastfeeding

OBJECTIVES OF #WBW2020



INFORM

people about the links
between breastfeeding and the
environment/climate change



ANCHOR

breastfeeding as a
climate-smart
decision



ENGAGE

with individuals
and organisations
for greater impact



GALVANISE

action on improving the
health of the planet and
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Celebration of #WBW2020

About the area

The Department of Community and Family Medicine of the All India Institute of Medical Sciences, Kalyani decided to celebrate #WBW2020 in the Urban Field Practice Area (UFPA) of the institute. The UFPA located in Kalyani has two Urban Primary Health Centres (UPHCs now upgraded to Health and Wellness centres) located at Rabindranath Colony (UPHC 1) and Picnic Garden (UPHC 2). These UPHCs have 5 sub-centres each under their administrative control. Medical officers, pharmacists, laboratory technicians, ANMs, Data Entry Operators (DEO), Full Time Supervisors (FTS) and Home Health Workers (HHW) are the health care workers engaged in these UPHCs and SCs. In addition, there are Daily Rate Workers (DRWs) appointed by Kalyani Municipality posted at UPHCs. They manage the day to day activities of the health centres. Various programmes under Nation Health Mission (NHM) are managed by these health care workers. There is a Public Health Manger (PHM) who co-ordinates the work of various category of health workers. He acts as a link between the Kalyani Municipality and the public health activities in Kalyani Municipality of the National Health Mission under the Chief Medical Officer of Health (CMOH), Nadia district.

Preparation

A letter was written to the Chairman of the Kalyani Municipality to ask for celebration of #WBW2020 at UPHCs. The Executive Director, AIIMS Kalyani was informed about the celebration personally. Permission to use the logo of the WBW 2020 and social media kit of the WABA was received from the WABA by e-mail. We filled a 'pledge form' available on the website of WABA mentioning our proposed activities to celebrate #WBW2020.

Planning

We decided to sensitize the HHWs, FTS, and ANMs about the importance of breastfeeding in our every day's life based upon the theme of the #WBW2020. Since the health workers were busy in doing dengue survey during morning and afternoon hours, we decided to do the sensitization from 3 pm to 4 pm. The PHM distributed the health workers over three days in three different centres.

Persons involved in the #WBW2020 celebration

The celebration was conducted under the guidance of the head of the Department of Community and Family Medicine, AIIMS Kalyani, Dr. Paramita Sengupta. Dr. Ritesh Singh and Dr. Jitendra Majhi, Faculty-in-charge of Urban training Health centres, AIIMS, Kalyani oversaw the celebration. The sessions were taken by Dr. Parnava Das, Senior Resident in the department. Mr. Sunil Kumar and Mr. Akash Paswan, staff members of the department helped in conducting the program smoothly.

Sensitization workshop

The first sensitization workshop was conducted on Monday, August 3, at the Rabindranath Colony UPHC. 15 health care workers attended the workshop. The second and third workshops were conducted on August 4 and 6 at Kathaltala SC and Picnic garden UPHC respectively. In the Kathaltala sub-centre 8 and in the Picninc garden UPHC 16 health care workers attended the workshop. Sessions were taken primarily by Dr. Parnava. She had made an informative and lucid PowerPoint presentation mentioning the different aspects of breastfeeding. A video of 'breast crawl' was shown to participants at the start of the program. The sessions were very interactive, and participants were encouraged to share their experiences. All the participants were very happy at the end of the sessions. The report of the program will be uploaded on the website of WABA. We hope to get a certificate from WABA for our effort.

Some photographs of the #WBW2020



Dr. Parnava in front of awareness materials, day 1



Dr. Parnava with participants at Rabindranath Colony UPHC, day 1



Workshop at Rabindranath Colony UPHC, day 1



Resource persons and participants at Rabindranath Colony UPHC, day 1



Participants at Kathaltala SC, day 2



Dr. Parnava with participants at Kathaltala Sub-centre, day 2



Dr. Parnava taking session at Kathaltala SC, day 2



Dr. Ritesh, Dr. Parnava and Mr. Sunil with participants at Kathalata SC, day 1



Participants sitting at Picnic Garden UPHC, day 3



Dr. Parnava with participants at Picnic Garden UPHC, day 3



One participant explaining attachment at Picnic Garden UPHC, day 3



Participants watching breast crawl video on TV at Rabindranath Colony UPHC, day 3