



|| Jai Sri Gurudev ||



Adichunchanagiri University
Adichunchanagiri Institute of Medical Sciences
B.G Nagara – 571448

Department of Community Medicine

World Breastfeeding Week - 2022

World Breastfeeding Week is celebrated 1st to 7th August of every year. It is celebrated as a global campaign to raise awareness and take actions according to annual themes to promote breastfeeding. As breast milk is the ideal food for infants, it is imperative to educate and empower families and communities to practice exclusive breastfeeding for the first 6 months and continue it for 2 years & beyond to ensure optimum growth and development of the child.

The theme for this year was - **Step Up for Breastfeeding: Educate & Support**. With this theme as the objective, Department of Community Medicine, AIMS had organised '**Community Awareness Programs**' to educate antenatal women, mothers, health care workers & other community members about the benefits and advantages of breastfeeding to both the mother and the baby. Emphasis was also laid on how community support system can act as an anchor to breastfeeding promotion efforts, contributing to sustainable development.

Program details:

Date	Venue	Participants	Resource persons
03.08.2022	Anganwadi centre, Bommanahalli cross.	Antenatal women, mothers, women in reproductive age group, anganwadi workers	Dr Amulya N Dr Madhura MM Dr Shwetha AN Dr Prabhudeva MC Dr Sulagna Pattajoshi III term Batch B students
04.08.2022	Adichunchanagiri Community Health Centre, Belluru.	Antenatal women, mothers, women in reproductive age group, Healthcare workers, ASHA workers	Dr Raghavendra SK Dr Amulya N Dr Shwetha AN Dr Prabhudeva MC Dr Keerthi R Dr Sulagna Pattajoshi Mr Yathish R III term Batch B students

11.08.2022	A.C. Giri PHC	Antenatal women, mothers, women in reproductive age group, Healthcare workers, ASHA workers	Dr Amulya N Dr Shwetha AN Dr Prabhudeva MC Dr Keerthi R Dr Sulagna Pattajoshi Mr Yathish R
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Our event was even featured in World Alliance for Breastfeeding Action (WABA) pledge map.



Pledge map

This #WBW2022, let's step up for breastfeeding!

Pledge to participate in the #WBW2022 celebration by sending us details of your planned activities (virtual/physical) and we will feature your event on our Pledge Map.

Community awareness programs

Organisation : Adichunchanagiri Institute of Medical Sciences

Date : World Breastfeeding Week (1-7 August)

Location : Adichunchanagiri Community Health centre, Belluru Nagamangala taluk, Mandya, Karnataka

Activity Platform : Physical event

Description : Inform people about their role in strengthening the warm chain of support for breastfeeding, Anchor breastfeeding as part of good nutrition, food security and reduction of inequalities

Number of pledges

SEARCH FULL LIST

Photos of program conducted in Anaganwadi centre, Bommanhalli cross.





Photos of program conducted in Adichunchanagiri Community Health Centre, Belluru





Photos of program conducted in AC Giri Primary Health Centre.



