

## **WORLD BREASTFEEDING WEEK**

**01 Aug 2016- 07 Aug 2016**

"Breastfeeding is not only the cornerstone of a child's healthy development; it is also the foundation of a country's development."

World Breastfeeding Week, celebrated every year during the first week of August, The theme of this year is "Breastfeeding: A Key to Sustainable Development." The campaign highlights the contribution of breastfeeding to achieving the Sustainable Development Goals (SDGs), approved by the United Nations in September 2015

Breastfeeding contributes to SDG 2, "End hunger," as breast milk provides all the energy and nutrients a baby needs for the first six months of life and a substantial portion through the second year. It can help prevent hunger and under nutrition in young children and obesity later in life.

Breastfeeding also contributes directly to SDG 3, "Good health and well-being," because breastfeeding significantly improves the health and survival of both babies and mothers

Objectives are :-

1. To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding.
2. To firmly anchor breastfeeding as a key component of sustainable development.
3. To carry a variety of actions at all levels on breastfeeding in the new era of the (SDGs).
4. To engage and collaborate with a wider range of actors around for the promotion, protection and support of breastfeeding.

By keeping the above objective in place World breast feeding week was celebrated at Army college of medical sciences and Base hospital Delhi cantt by the department of Paediatrics and Obstetrics & Gynaecology from 01 Aug to 07 Aug 2016 by organising following activities :- •

1. Educational and awareness sessions was carried out throughout the week where in the Pioneers of Baby friendly hospital initiatives (BHFI -a global program that was launched by the World Health Organization), college students along with the doctors and the hospital staff participated actively.
2. ACMS along with the Department of Paediatrics and Obstetrics and Gynaecology Base hospital Delhi cantt conducted training workshops on importance of breastfeeding and also adequate nutrition counselling to the lactating mothers.
3. Lectures on World breast feeding Week was based on this years' theme "Breastfeeding: A Key to Sustainable Development Growth".

4. ACMS also conducted training workshops to the parents and their family members on IYCF (infants and young child feeding), and discussions on how breast feeding benefits not just the baby, but the family and society as a whole.
5. The students, staff and patients participated in fun filled activities such as poster making and play. As part of the activity mothers also shared their experience on Breastfeeding.

The following points were deliberated during interaction with antenatal patients , breast feeding mothers and students

1. Improving breastfeeding practices could save over 820,000 lives a year, 87% of them infants under six months of age.
2. Nearly half of diarrheal episodes and one-third of respiratory infections would be prevented with improved breastfeeding.
3. Longer duration of breastfeeding is associated with a 13% reduction in the likelihood of child overweight and/or obesity and a 35% reduction in the incidence of type-2 diabetes.
4. Current rates of breastfeeding prevent an estimated 20,000 deaths among women from breast cancer each year.
5. Breastfeeding contributes to improved mental and cognitive development, which promotes learning and prepares children for school
6. Breastfeeding is intrinsically linked to the transformative change needed to shape a more prosperous and sustainable future for all

“Breast feeding plays a very significant role in the wellbeing of an individual. This event was a humble effort by Army College of Medical Sciences to spread more awareness on the importance and benefits of breast feeding. We were extremely delighted to witness huge participation from the students, parents, patients, their immediate family members and the doctors

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