

# World Breastfeeding Week 2025 Report

*Department of Community and Family Medicine, AIIMS Bathinda*

**Theme: “Empowering Parents, Enabling Breastfeeding”**

The Department of Community and Family Medicine at AIIMS Bathinda commemorated World Breastfeeding Week 2025 with a series of structured and impactful activities. In line with the global theme “Empowering Parents, Enabling Breastfeeding,” the week-long program emphasised awareness, education, capacity-building, and fostering supportive environments for mothers. Each activity was designed to address knowledge gaps, counter misconceptions, and strengthen community support for optimal breastfeeding practices.

## Description and Importance of Activities

### 1 August 2025 – Health Talk at CHC Sangat

A targeted session was organised for Community Health Officers (CHOs) and Auxiliary Nurse Midwives (ANMs), focusing on the benefits of breastfeeding, optimal feeding techniques, and ways to address prevalent stigmas and myths. This activity equipped frontline healthcare workers with accurate information, enabling them to counsel mothers effectively and promote best practices at the community level.



### 4 August 2025 – Inauguration of Breastfeeding Corner at CHC Sangat

A dedicated breastfeeding corner was inaugurated to provide privacy, comfort, and professional counseling to breastfeeding mothers. The initiative created a mother-friendly space within a healthcare setting, encouraging breastfeeding and offering much-needed support to mothers during visits.



### 5 August 2025 – Awareness Program at Senior Secondary School, Pakkakala

An awareness event was conducted at a local school, beginning with a health talk on breastfeeding's importance, correct techniques, and exclusive breastfeeding practices. By involving students and staff, the program reached future parents and community influencers, fostering a positive cultural attitude towards breastfeeding.



### 6 August 2025 – Breastfeeding Awareness Session at Ghaghar Anganwadi Centre

An interactive session with ASHAs, ANMs, CHOs, mothers, and family members covered topics such as the role of foremilk and hindmilk, complementary feeding, and busting common myths. The session strengthened community knowledge and emphasised the importance of family involvement in supporting breastfeeding mothers.



### 6 August 2025 – Healthy Baby Competition

A lively competition saw the participation of 30 babies and their parents, aimed at promoting awareness of breastfeeding and child health. The event included health education and assessment of babies' health parameters, with prizes awarded to the top three healthiest children. This activity celebrated the benefits of exclusive breastfeeding and good nutrition, motivating parents to adopt healthy feeding practices.







### 6 August 2025 – Educational Session at UHTC Lal Singh Basti

Pregnant and lactating mothers attended a flipchart-based educational session focusing on breastfeeding techniques, benefits, and solutions to common challenges. The session provided direct, practical knowledge to mothers, enhancing their confidence and skills in breastfeeding.



### 7 August 2025 – Breast Cancer Awareness Session

An educational session was conducted at an institute linking breastfeeding to reduced breast cancer risk. Highlighting this additional health benefit encouraged both awareness and motivation to initiate and continue breastfeeding.



### 7 August 2025 – Health Talks in OPD Areas

Informative talks were conducted in the Paediatrics OPD waiting area and the OPD registration area, covering exclusive breastfeeding and child nutrition. Using waiting times for health education maximises outreach to caregivers already accessing health services.





### 7 August 2025 – Health Education in Labour Ward

Breastfeeding counseling was provided to mothers immediately post-delivery in the labour ward. Early initiation of breastfeeding within the first hour of birth is critical for newborn health and immunity, and this initiative supported that goal.



### 7 August 2025 – Focus Group Discussion at UHTC Lal Singh Basti

A focused discussion explored cultural and social barriers to breastfeeding, such as discarding colostrum and family influence on feeding practices. Participants also discussed strategies to overcome these challenges.

Importance: The FGD identified key barriers and highlighted the need for culturally sensitive, family-inclusive counseling to improve breastfeeding rates.



## 7 August 2025 – Quiz



During World Breastfeeding Week 2025, the Departments of Obstetrics & Gynaecology and Neonatology organised a PG Quiz with residents from OBG, CFM, and Paediatrics. Focused on breastfeeding and neonatal care, the event fostered collaboration, knowledge sharing, and skill enhancement. CFM residents secured 2nd position, promoting academic growth and improved maternal-child health outcomes.

### Summary

World Breastfeeding Week 2025 at AIIMS Bathinda successfully engaged multiple stakeholders, from healthcare providers to families and community members. The events not only promoted awareness but also addressed barriers, reinforced cultural acceptance, and strengthened support systems. Such initiatives are vital for improving breastfeeding practices and, in turn, ensuring better health outcomes for mothers and children.