WORLD BREAST FEEDING WEEK {WBW}CELEBRATION 1ST AUGUST TO 8TH AUGUST 2020

DEPARTMENT OF PEDIATRICS DR. D.Y.PATIL MEDICAL COLLEGE HOPITAL AND RESEARCH CENTRE (DYPMCH&RC), PIMPRI, PUNE - 411018

WBW CELEBRATION

- It is a global campaign to raise awareness and galvanise action on themes related to breastfeeding.
- WBW is celebrated every 1st to 7th August in commemoration of the <u>1990 Innocenti Declaration</u>.
- WBW started in 1992, with annual themes including healthcare systems, women and work, the <u>International</u> <u>Code of Marketing of Breastmilk Substitutes</u>, community support, ecology, economy, science, education and human rights.
- Since 2016, WBW is aligned with the <u>Sustainable</u> <u>Development Goals</u> (SDGs).
- In 2018, a <u>World Health Assembly</u> resolution endorsed WBW as an important breastfeeding promotion strategy.

OBJECTIVES OF WBW

• Inform selected theme to masses

• Anchor theme within breastfeeding agenda

Engage with individuals and organizations for greater impact

Galvanise action on the selected theme and the related issues

THEME OF WBW 2020



WABA | WORLD BREASTFEEDING WEEK 2020

WABA Posters were down loaded and printed for creating awareness regarding breast feeding in general public

WORLD BREAST FEEDING WEEK(WBW) 2020 CELEBRATION

- Department of Pediatrics in association with various departments from DYPMCH&RC, and other health sciences colleges under the agies
 Dr. D. Y. Patil Vidyapeeth (DPU), Pune, conducted activities for WBW.
- Guidelines for social distancing and other precautions for prevention of COVID-19 were followed during conducting all the activities of physical presence.

DF D. Y. PATIL VIDYAPEETH, PUNE, D. Y. Patil Medical College, Hospital & Research Centre

DEPARTMENT OF PAEDIATRICS

Email Id: med.paed@dpu.edu.in

Programme Schedule

WORLD BREAST FEEDING WEEK CELEBRATION 2020

1st – 8th AUGUST 2020

	Time	Venue	Event & Topic	Resource person
Date/Day				
Saturday 1 st	10:00 am -12:00 noon	YHMB & CLMTRC	Breast feeding promotion activity	Sister Chaya Jawale,
August				
Sunday 2 nd August	10:00 am -12:00 noon	PNC Ward	Importance of milk donation for mother and baby	Sister Sarika , Sister Chaya Rao
Monday 3 rd August	10:00 am to 1:00 pm	OPD Complex	Poster Display – THEME and Slogan of BFW 2020 "Support breastfeeding for a healthier planet".	Nursing, Physiotherapy, Ayurvedic and Dental College, PSM, OBGYN, Pediatric department UG/PG students (online and physical display)
	2:00 pm to 3.00 pm	Webinar	"Support breastfeeding for a healthier planet". Briefing of the theme	Dr.Vineeta Pande (Prof.) Dept. of Pediatrics 9423582757
	3:00 pm to 4:00 pm	Webinar	Optimizing breastfeeding	Dr. Mangala Wani President BPNI,Maharashtra 9422066824

WBW SCHEDULE CONT....

Tuesda y 4 th August	10.00 am to 12.00 am	Ward 59-60	Health Talk on Breast feeding	Mrs. Vaishali Jagtap (Prof) & PG students ,Nursing College 9527632339
	2:00 pm-2.30 Pm	Webinar	Early child development and breast feeding	Dr. Pramila Menon (Asso. Prof.) Dept. of Pediatrics 9960255611
	2.30 pm to 3:00 pm		Baby Friendly Hospital Initiative	Dr. Pramod Jog, Prof.Pediatrics (9422309677)
	3.30pm-4:00Pm		Prevention and management of Breast Abscess	Dr. Daksha Nirhale Professor (Dept. of Surgery) 9822401688

WBW SCHEDULE CONT....

Wednesd ay 5 th August	10:00 am to 12:00 noon	RHTC : Alandi	Prevention and management of COVID-19 in community	PG Students Pediatrics,PSM Dr. Arpita (8805265391)
	10:.00 noon to 12:00 pm	Postnatal ward 51	Lactation management: Importance of early initiation of breast feeding	Dr.Shraddha Salunkhe, Asso Prof. Dept of Pediatrics 9420633884
	12:00 pm to 1:00 pm		Maternal Nutrition during Antenatal and Postnatal period	Dr. Vidya Gaikwad (Prof, Dept, of OBGYN) M: 9422008826
Thursday 6 th August	11.00 am to 12 pm	PNC Ward Infront of NICU	Breast feeding in NICU Graduates; session for Parents of NICU babies	Dr.Sanket Nale (9762366729) & PG Students of NICU
	2:00 pm to 3:00 pm	Webinar	Challenges in breastfeeding Preterm in early postpartum period during COVID-19	Dr. Sudhir Malawade (Prof. Dept. of Pediatrics) (84469414380
	3:00 pm to 4:00 pm	Webinar	Lecture- Feeding in special cases: Oral anomalies	Dental College Faculty; Dr.Preeti and Team (M:8669159623)

WBW SCHEDULE CONT....

Friday	10:00 am	CLMTRC & YHMB	Training of Anternal	Dr. Sujata Sawant,
7 th	to 11:00 am		ward, labour room	Lactation Consultant,
-	to 11.00 am			
August			nursing staff on	YHMB & CLMTRC
			processes in human	9420728568
			milk bank	
	11:00 am	Webinar	Importance of	Dr.Jayashree Patil
	to 12:00		galactogoges in	Prof.& HOD,Dept of
	noon		lactation management	OBGY,
				College of Ayrvedia
				(9921244690)
	2:00 pm to	Webinar	Prevention and	Dr. Shailaja Mane,
	3:00 pm		management of COVID-	(Prof) Dept. of
			19 while breast feeding	Pediatrics
			in community	9822595553
	3:00 pm to	Webinar	Role of Obstetrician in	Dr. Meenal Patwekar,
	4:00 pm		Promotion of Breast	Prof. Dept of OBGY
			Feeding	(9822335880)
	10:00 -12:00	CLMTRC & YHMB	Nutritional support to	Rotary Club of Nigdi-
Saturday	noon		Breast Feeding mothers	Pune
8 th	12.00-	PNC Ward infront of	Certificate Distribution	Dept of Pediatrics
August	1.00PM	NICU	to winners	

OUR PARTNERS IN CELEBRATION OF WBW 2020: OUTSIDE AND INSIDE DPU FAMILY

- IAP PUNE
- ROTARY CLUB, NIGDI
- DEPT OF OBSTRETICS AND GYNAECOLOGY
- DEPT OF PREVENTIVE AND SOCIAL MEDICINE
- DEPT OF SURGERY
- DENTAL COLLEGE
- AYURVEDIC COLLEGE
- COLLEGE OF PHYSIOTHERAPY
- COLLEGE OF NURSING

DAY 1: SATURDAY: 10-11am Breast feeding awareness and promotion of exclusive breastfeeding: An awareness talk by Sister Sarika Iralapilley (YHMB) ward:51



DAY 2: SUNDAY 10-11am Importance of breastmilk donation for mother and baby : an awareness talk by Sister Chaya Rao (YHMB): ward 59



DAY 3: MONDAY : 10-12 noon Poster display & evaluation at DYPMCH OPD complex (YHMB)



REPORT OF POSTER COMETITION

- Poster competition was conducted online and offline platform due to COVID-19.
- Total 19 online and 10 offline entries received for poster and one for slogan online and offline.
- Three winners for online and offline posters were chosen by a team of senior professors from department of Pediatrics, Department of PSM, Dental college of Dr. DYPMCH&RC, Pimpri.

REPORT OF POSTER COMPETITION

Winners of the offline poster competition were:

- Dr. Shwetali Sandbhor, PG 1st year, D Y Patil College of Ayurved, Pimpri, Pune
- MS. Ashwini Lonkar, PG 1st year, M.Sc. (N), Dr. D.Y.Patil College of Nursing, Pimpri, Pune
- Dr. Preeti Padhy (MDS -1)
 Dr.D.Y.Patil Dental College,
 Pimpri, Pune.

Winners of the online poster competition were:

- Srushti Laya Sthapak and Ruvitte Gomes, Dr. D. Y. Patil College of Physiotherapy, Pimpri.
- Pranali Waghmare, 3rd year, B.Sc. (N), Dr. D.Y.Patil College of Nursing, Pimpri, Pune
- 3. Nikhila Nair, PG 1st year, M.Sc. (N), Dr. D.Y.Patil College of Nursing, Pimpri, Pune

WINNERS OF E-SLOGAN COMPETITION

- Srushti Laya Sthapak and Ruvitte Gomes, Dr. D. Y. Patil College of Physiotherapy, Pimpri.
- 2. Jyoti Gupta, year, DY Patil College of Ayurved, Pimpri, Pune
- 3. Saloni Waradkar, Br. Naith Pai College of Nursing, Kudal, Maharashtra.

DAY 3: MONDAY: Afternoon session: WEBINAR



HOSPITAL & RESEARCH CENTRE

Join our Facebook Live session on https://bit.ly/DYP-Live

World Breastfeeding Weeek 2020

Support Breastfeeding for a Healthier Planet

3rd August, 2020 | 2 PM

with **Dr Vineeta Pande** Professor of Paediatrics Dr DY Patil Medical College & Hospital, Pune



Dr. Vineeta Pande as a speaker for opening the theme of WABA for the year 2020, explained the importance of mother for the wellbeing of the baby as health of a planet for human survival. Both need care for healthy human existance.

Around 70 participants attended these webinars from various fields

Details of Afternoon session: WEBINAR



Join our Facebook Live session on https://bit.ly/DYP-Live World Breastfeeding Week 2020 Optimizing Breastfeeding

3rd August, 2020 | 3 PM

with **Dr Mangala Wani** Gynaecologist & Lactation Consultant Director- Hirkani Gynaecology & Breastfeeding Clinic, Pune President BPNI Mah



- Dr. Mangala Wani being an obstetrician and lactation consultant discussed how to optimize the possibilities of early and exclusive breastfeeding to a baby.
- Care of baby and mother and support for breastfeeding in early postpartum period.
- Around 74 people attended this webinar.

DAY 4: TUESDAY:10-11 am Health talk and demonstration about breastfeeding in postnatal ward by Nursing college Faculty and PG students postnatal ward 51



Day 4: Tuesday:10-11 am

department of pediatrics pg students talk on importance of early initiation of breastfeeding in postnatal ward 51

Dr. Shraddha Salunkhe (AP) and PG students of Pediatrics Explaining mothers BF and demonstrating position for BF after the talk in postnatal ward.



DAY 4: TUESDAY:10-11 am OBGYN and PEDIATRICS and PG students talk on importance of early initiation of breastfeeding in postnatal ward 51

 HOD OBGYN, Dr. Hemant Deshpande, Faculty and PG students of OBGYN Department conducting awareness regarding BF for postnatal mothers



DAY 4: TUESDAY: afternoon session WEBINAR BY Dr. Pramila Menon



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World Breastfeeding Weeek 2020

Early Child Development & **Breast Feeding**

4th August, 2020 2 PM

With Dr Pramila Menon

GSMC FAIMER fellow 2009

MD (Ped), PG Dip -PHN, PhD (Genetics) Faculty Dr D Y Patil Medical College, Pune

Ex Asso.Prof MUHS Pune & UNICEF Consultant



- Dr. Pramila Menon had a vast experience working on varios aspects of breast feeding with **UNICEF** India.
- It was an engaging session highlighting importance of early breast feeding on childhood development
- 83 people attended this webinar

DAY 4: TUESDAY: afternoon session WEBINAR BY Dr. Pramod Jog



Join our Facebook Live session on https://bit.ly/DYP-Live

World Breastfeeding Week 2020

Baby Friendly Hospital Initiative

5th August, 2020 | 11 AM

with

Dr. Pramod Jog Professor of Paediatrics President IAP 2016 Standing Committee Member, International Paediatric Association 2016-2019 Steering Committee Member, GAVI (CSO) 2016-19



- Dr. Pramod Jog has wide range of expertise in the clinical field and his session on policy and procedures for a BFHI was easy to understand the complex protocols.
- The need for recognition of all maternity units to be a BFHI was well emphasized.
- Total participants were 76

DAY 4: TUESDAY: afternoon session WEBINAR BY Dr. Daksha Nirhale

HOSPITAL & RESEARCH CENTRE

Join our Facebook Live session on https://bit.ly/dpu_hospital

World Breastfeeding Weeek 2020

Prevention & Management of Breast Abscess

4th August, 2020 | 3 PM

With Dr Daksha Nirhale

Professor, Department of Surgery, Trained in Breast Oncosurgery at TATA Memorial Hospital, Mumbai

- The clinical expertise from one of the well known institution in India helped many mothers with mastitis of various origin.
- The session on breast abscess in early postpartum period was well addressed.
- Almost 86 people attended this session

DAY 5: WEDNESDAY:10-11am

Awareness about prevention and management of COVID-19 in community by Department of PSM in association with department of Pediatrics

Various sessions by faculty from both departments were conducted at RHTC Alandi. Dr. Amitav Banerjee;HOD, PSM was present with the team

- 1. Importance of bonding and breastfeeding was discussed by Mr.Cherian
- 2. Dr.Kaja (AP) and Dr. Chaitali (AP) discussed about FAQ in breastfeeding and childs growth and development
- 3. Dr. Shweta addressed the queries raised by the participants.
- 4. 18 people attended this event.

DAY 5: WEDNESDAY:10-11am RHTC: ALANDI



DAY 5: WEDNESDAY:10-11am:UHTC BHOSARI

Dr.Balkrishna Garud and PG students of department of Pediatrics in association with Department of PSM ; HOD and faculty Dr. Hetal and others conducted session on benefits and position for breast feeding. Weaning diet. Importance of primary immunization along with early initiation of breast feeding.





Exhibition of posters was also done with an awareness talk for health care professionals working with the community.

COVID -19 Precautions during hospital visit were discussed with special care of under five children and the vulnerable population.

DAY 5: WEDNESDAY: morning session



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World Breastfeeding Week 2020

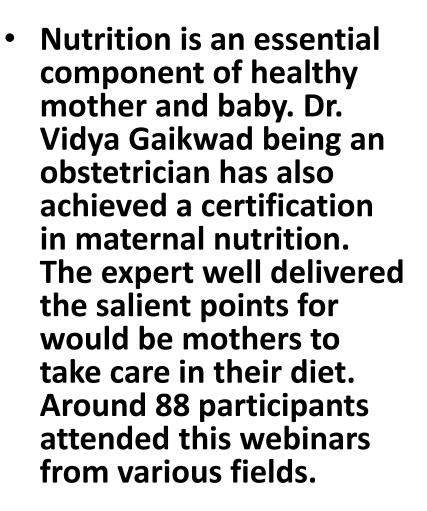
Maternal Nutrition During Antenatal and Postnatal Period

5th August, 2020 | 12 PM

Dr. Vidya Gaikwad

Professor and Head of Unit Department of Obstetrics & Gynecology Dr.D Y Patil Medical College, Hospital & Research Centre Pimpri,Pune





DAY 6: THURSDAY:11-12 noon

A talk on ," Breastfeeding in NICU Graduates", session was for parents of NICU Babies. By Dr. Sanket Nale, Asst. Professor, Department of Pediatrics. An hour long discussion that was volunteered by mothers and relatives signifies the need and engagement of the participants.



DAY 6: THURSDAY: AFTERNOON SESSION : WEBINAR BY DR. SUDHIR , NEONATOLOGIST



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World Breastfeeding Week 2020

Challenges in Breastfeeding Preterm in Early Postpartum Period During COVID-19

6th August, 2020 | 2 PM

With Dr Sudhir Malwade

MBBS, DCH, DNB (Pediatrics) Neonatal-Perinatal Medicine Fellowship, Australia Fellowship in Newborn Emergency Transport System (NETS), Australia



- Dr. Sudhir Malwade has worked with renowned National and International hospitals.
- His expertise in the management of preterm babies during this pandemic did helped many health care professionals.
- Almost 76 persons attended this session.

DAY 6: THURSDAY: Afternoon session WEBINAR

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World Breastfeeding Week 2020

Feeding in Special Cases: Oral Anomalies

6th August, 2020 | 3 PM

With **Dr Preeti Priyadarsini Padhy** BDS from Dr. D Y Patil Dental College MDS from Dr. D Y Patil Dental College

- 1st year MDS student Dr. Preeti Padhy conducted this session.
 - Session was helpful for understanding the options available for baby feeding in cases with oral anomalies.
 - Session was attended by 82 participants and was engaging one.

DAY 7:FRIDAY: 2pm -3pm

 "Awareness about human milk bank processes" a talk for antenatal, postnatal and labor room nursing staff by, Dr. Sujata Sawant, Lactation Consultant, "Yashoda"human milk bank, DYPMCH&RC, Pimpri, Pune.



DAY 7:FRIDAY WEBINAR SERIES



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World Breastfeeding Week 2020

Basic concepts of Breastmilk in Ayurved

7th August, 2020 | 11 AM

With Dr.Jayashree Patil

M.D. (Ayurved) in Stree-rog Prasutitantra, Head of Department Dr. D. Y. Patil College of Ayurved & Research Centre



- Dr. Jayashree Patil well delivered her talk on breastmilk and the perspectives of human lactation from the ancient knowledge of Ayurveda.
- The importance and efficacy of natural galactogogues in breastfeeding.
- Session was attended by around 90 participants.

AFTERNOON SESSION : WEBINAR BY Dr. Meenal, Professor OBGYN



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World Breastfeeding Week 2020

Role of Obstetrician in promotion of breast feeding

7th August, 2020 | 2 PM

Dr. Meenal Patwekar Prof and HOU Obst & Gyn Dr D Y Patil Medical College, Pune. Dip in Laparoscopy Fellowship Hysteroscopy (Germany & Italy) Certified Robotic Surgeon



- It is a known fact that early initiation of breast feeding is not a responsibility of pediatrician but an obstetrician as the mother is well received to their advice.
- The role was well discussed in various situations by Dr. Meenal Patwekar.
- 76 participants benefitted with this session.

AFTERNOON SESSION : WEBINAR BY Dr.Shailaja Mane, Professor Pediatrics



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Prevention and Management of Covid-19 while breast feeding in Community

7th August, 2020 | 3 PM

with **Dr Shaileja Mane** PGDAP(Adolescent Pediatrics) PGDPC (Counselling) FRIPH Diploma in Bioethics & Humanity (UNESCO) PGDMLS



- Dr. Shailaja Mane, coordinator of "Yashoda" Human Milk Bank conducted this session.
- It was open for general public and the session received good attention by the public.
- Over 90 participants were benefitted from the session.

DISTRIBUTION OF INFORMATION BROCHURES' & POSTERS DISPLAY OF FROM "MAA" PROGRAMME FOR AWARENESS IN WARDS



NUTRITIOUS LADDU DISTRIBUTION WAS DONE TO 89 POSTNATAL MOTHERS ON BEHALF OF ROTARY CLUB OF NIGDI, PUNE



DAY 8:SATURDAY: MORNING SESSION PRIZE DISTRIBUTION AND CONCLUDING CEREMONY

Felicitation of department faculty by HOD Pediatrics for their contribution during COVID-19



DAY 8:SATURDAY: 2-3PM FELICITATION OF POSTNATAL MOTHERS WITH APPRECIATION CERTIFICATE



PARTICIPATION IN WBW ACTIVITIES OUTSIDE INSTITUTE BY FACULTY AND YHMB STAFF



Dr. Shailaja Mane, Coordinator and Incharge of YHMB was invited by POGS, for her talk in a webinar during WBW to share her experience about successful lactation management.Session was well attended by professionals and other narticinants

PARTICIPATION IN WBW ACTIVITIES OUTSIDE INSTITUTE BY FACULTY AND YHMB STAFF



 Dr. Pramod Jog was invited to speak on, "Breast feeding friendly maternity homes." the topic much relevant when many maternity homes are allowing introduction of formula feed in the early life of the newborns.



Dr. Shailaja Mane, **Coordinator and Incharge** of YHMB was invited by KLE society, Belgavi, for her talk in a webinar during WBW to share her experience about human milk banking. Number of people attending this shared their interest in the activities in the noble cause of HMB realizing the noncommercial use of human milk and its benefits over formula feeds.

DR. SUJATA SAWANT WEBINAR SPEAKER: WBW 2020



ECHO India and MOHFW joint venture: on 4th August 2020: Experience sharing of work outside the nursing and midwifery field with professional colleagues. Activity conducted as a part of 2020; the year of Nurses and Midwives. Talk was on: Importance of lactation counseling and support for early initiation and sustaining breast feeding

