

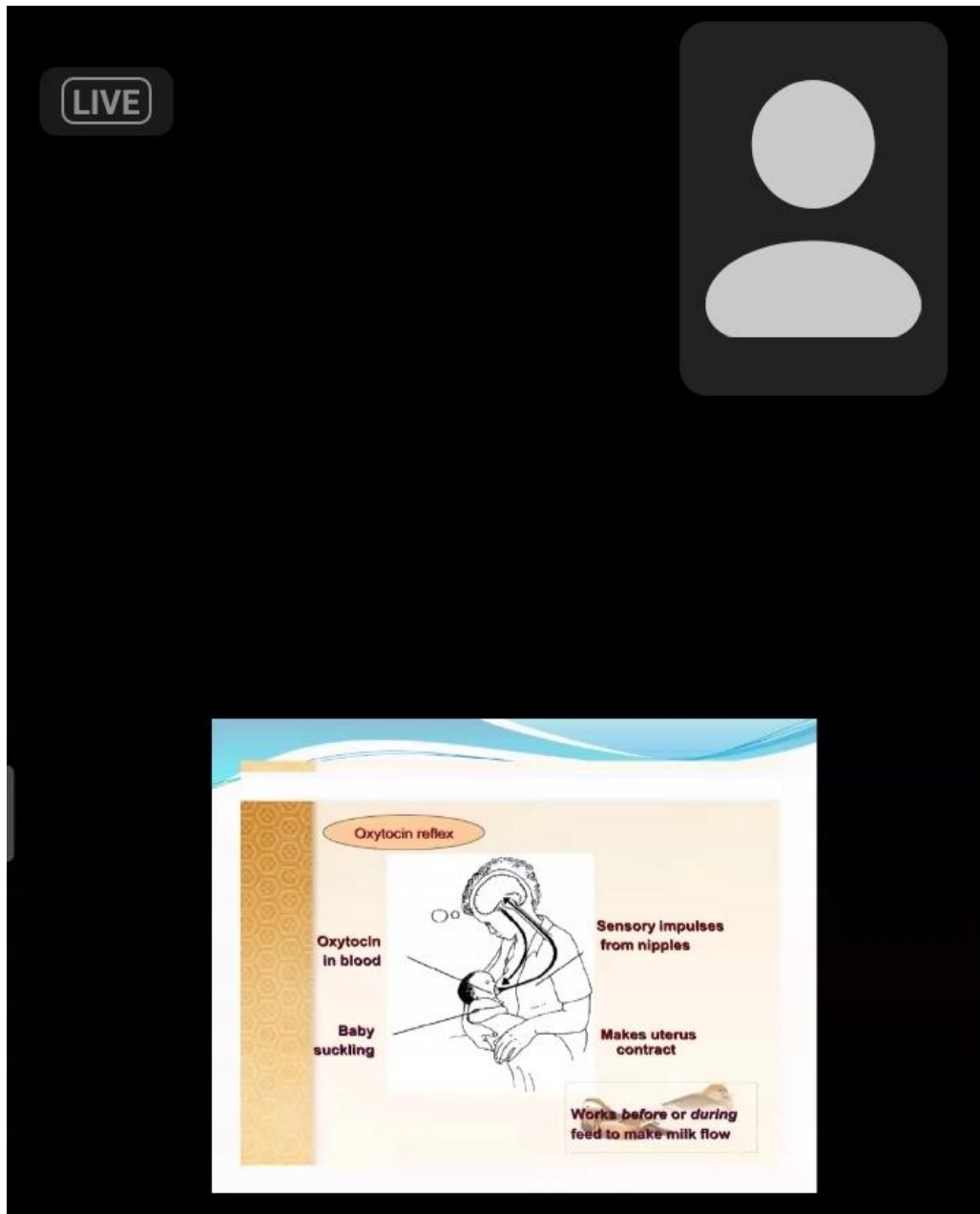
PROTECT BREAST FEEDING - A SHARED RESPONSIBILITY

On the occasion of **Breast feeding week from 1-7th August,2021** **Sree Vidyanikethan College of Nursing** organized a national webinar on protect breast feeding A Shared responsibility by **Mrs. S SWARNA, ASSOCIATE PROFESSOR, SVIMS COLLEGE OF NURSING, SVIMS University, Tirupati.**

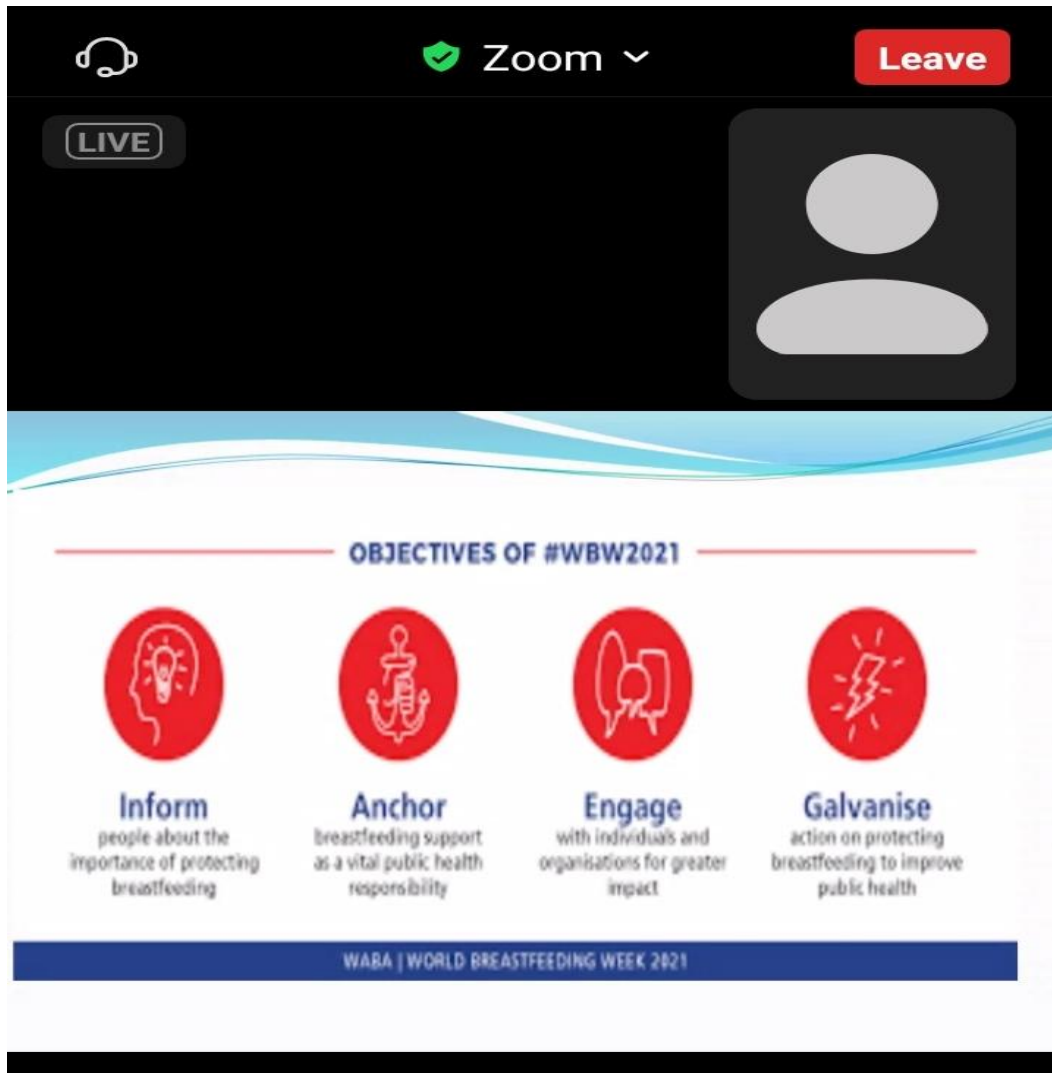


Mrs.S.SWARNA is addressing the gathering

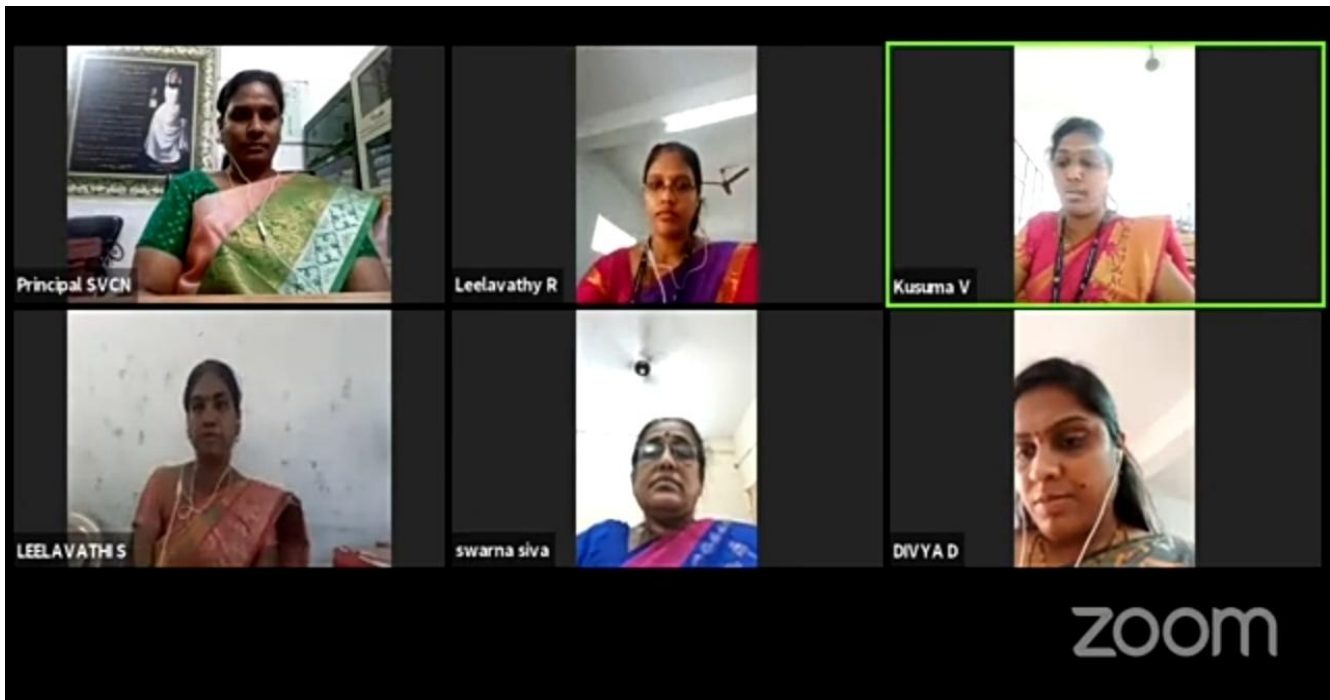
During the lecture guest speaker stated the importance of breastfeeding and advantages of breastfeeding to the mother and the baby like bonding, nutritional support, Breast feeding within one hour of birth reduces the risk of neonatal mortality 33% Exclusive breast feeding can reduce 13% of under five deaths. Breast feeding has tremendous impact on the cognitive development infant who are not breastfed are more likely to die from pneumonia, and diarrhoea than children who are not breastfed. She insisted on baby friendly hospital initiative, Breastfeeding is a human right that needs to be respected, protected and fulfilled.



The resource person explained optimum infant feeding practices which includes early initiation of breast feeding within one hour, exclusive breast feeding for the first six months, continued breast feeding for two years.



The resource person has also focused on the reasons for inappropriate breast feeding practices i.e. Lack of skilled health care support, Commercial preparation of substitutes, Lack of adequate support at work places, Large number of women working in the unorganised sector, COVID-19 pandemic.



Mrs. Swarna explained Challenges phased at national level, heart care level, work place and community level.

Challenges: The pandemic led to the diversion of health system resources, -
Solutions: Education and Training of health workers on breast feeding

Actions: Action-Establish a warm chain by promoting inter professional team work within the health system and community to provide a continuum of care.

Totally 430 participants got registered for the webinar and the participants gained relevant and current information.