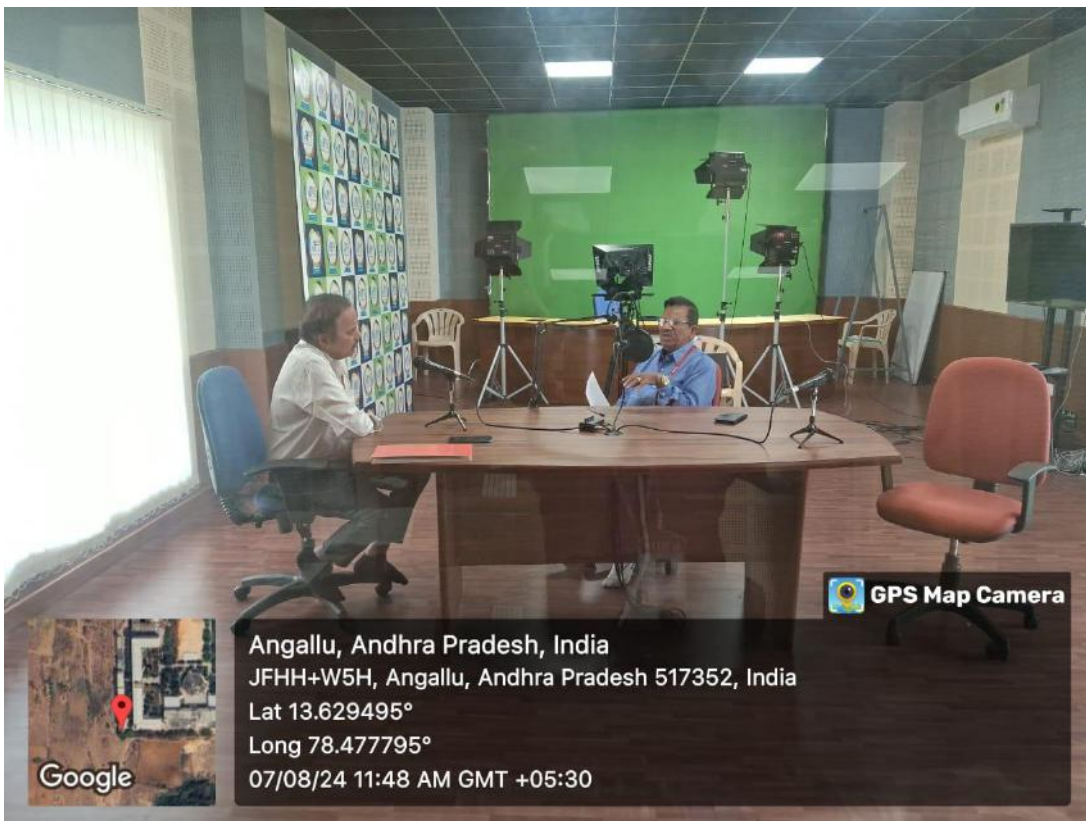


## Report on

# World Breastfeeding Week (August 1 to 7)

07.08.2024 (Wednesday)



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On 7th August 2024, MITS Radio 90.8 hosted an informative talk in celebration of World Breastfeeding Week (August 1 to 7) under the supervision of Sri M. Narasimhacharlu, Program Manager of MITS Radio 90.8 CRS, featuring Dr. R. Chennaiah, Deputy Civil Surgeon, MITS. The talk aimed to raise awareness about the benefits of breastfeeding for both infants and mothers. It provided valuable information on how breastfeeding supports better health outcomes for both babies and mothers. The discussion covered the following key points:

### 1. Uses of Breastfeeding

- **Encourage Breastfeeding:** Promote breastfeeding as the optimal method for feeding infants, essential for their health, growth, and development.
- **Educate Society:** Provide information about the significance of breastfeeding and its



positive impact on health outcomes for both babies and mothers.

- **Strengthen Support:** Advocate for enhanced support systems and policies in workplaces, healthcare settings, and communities to promote breastfeeding.
- **Empower Women:** Empower women to breastfeed by highlighting its long-term health benefits and addressing potential challenges.
- **Advocate for Global Action:** Encourage stronger laws and public health initiatives globally to protect and promote breastfeeding.

## 2. Benefits for Babies

- **Optimal Nutrition:** Breast milk offers the ideal balance of nutrients, antibodies, and enzymes necessary for healthy growth and development.
- **Strengthens Immune System:** Breast milk provides antibodies and immune-boosting properties that protect babies from infections and illnesses such as respiratory infections, ear infections, and diarrhea.
- **Promotes Healthy Growth:** Breastfed babies have a lower risk of becoming overweight or obese later in life and a reduced risk of developing conditions like diabetes.
- **Cognitive Development:** Research suggests that breastfeeding contributes to better brain development and higher IQ scores in children.
- **Supports Emotional Bonding:** Skin-to-skin contact during breastfeeding fosters a strong emotional bond between mother and baby, enhancing the baby's sense of security.

## 3. Benefits for Mothers

- **Helps Uterus Contraction:** Breastfeeding releases oxytocin, which helps the uterus return to its pre-pregnancy size and reduces postpartum bleeding.
- **Reduces Risk of Diseases:** Breastfeeding lowers the risk of breast and ovarian cancers, type 2 diabetes, and cardiovascular diseases in mothers.
- **Promotes Postpartum Weight Loss:** Breastfeeding helps mothers burn extra calories, aiding in the loss of pregnancy weight.
- **Convenience and Cost-Effective:** Breast milk is readily available, requires no preparation, and is free, making it a convenient and economical feeding option.

Sri M. Narasimhacharlu concluded the session by extending a vote of thanks to Sri Dr. R. Chennaiah for his valuable contributions in support of World Breastfeeding Week.

### **Outcomes**

**Awareness and Education:** World Breastfeeding Week (WBW) effectively communicates the importance of breastfeeding through media, educational materials, and community events, educating families and healthcare professionals.

**Health Impact:** By promoting breastfeeding, WBW contributes to lower infant mortality rates, as breastfed babies benefit from stronger immune systems and reduced risks of infections and diseases.

### **Conclusion**

WBW contributes to a healthier and more equitable world. Its ongoing efforts foster a deeper understanding of the benefits of breastfeeding, encourage societal change, and empower women to make informed decisions about their own and their children's health.

### **Photos:**





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