



MIT S RADIO 90.8 MHz
COMMUNITY RADIO STATION
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Report on

“1000 Days for Baby Caring: Awareness on Baby Caring and Immunization Practices”

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The first 1000 days of a child’s life, from conception to the age of two years, are considered the most critical phase for physical growth, brain development, immunity building, and overall well-being. Recognizing the importance of this phase, MITS Community Radio 90.8 has taken an active role in spreading awareness among mothers, families, and the community through expert interactions and educational programs.

As part of this initiative, an expert interaction was conducted in the MITS Community Radio 90.8 studio on 22nd April 2025 under the theme “1000 Days for Baby Caring”, in collaboration with Mahila Sisu Samrakshana Sakha. The program aimed to educate parents, especially mothers, on newborn care, precautions for babies, immunization strategies, and the role of mothers in protecting the health of infants.

The program was coordinated and moderated by Sri. M. Narasimhacharlu, Programme Manager, MITS Community Radio 90.8. The expert guest for the session was Dr. Chennaih, who shared valuable medical insights and practical guidelines for baby care.

Objectives of the Programme

The main objectives of the baby caring awareness program were:

1. To create awareness about the importance of proper care during the first 1000 days of a child's life.
2. To educate mothers and caregivers about precautions for mature and premature babies.
3. To explain the significance of breastfeeding, temperature maintenance, and hygiene.
4. To highlight the role of immunization in protecting infants from life-threatening diseases.
5. To promote healthy motherhood practices for the overall well-being of babies.

Sri. M. Narasimhacharlu initiated the discussion by welcoming Dr. Chennaih and briefly explaining the importance of baby caring awareness for listeners. The interaction was conducted in a question-and-answer format, making it simple, informative, and accessible to the community.

Expert Interaction – Questions and Responses

Question 1: What are the precautions for a newborn child as suggested by mothers or doctors?

Dr. Chennaih explained that baby care depends on whether the baby is mature or premature.

- Care for Mature Baby (10 months): A mature baby generally has better immunity and body strength. However, proper care is still essential, including warmth, hygiene, and regular feeding.
- Care for Premature Baby (8 months): Premature babies require special attention as their organs are not fully developed.
- Babies should be wrapped with soft cotton cloths to maintain body temperature.
- The nose of the baby should be cleaned gently using clean cotton to avoid infections.
- Maintaining proper body temperature is very important, especially for premature babies.
- Mother's milk is essential for all babies as it provides natural immunity and nutrition.
- Timely immunization such as Polio and BCG must be given.
- Incubators are required for premature babies to maintain proper temperature and ensure survival.

Question 2: What are the strategies for immunization?

Dr. Chennaih emphasized that immunization is one of the most effective strategies to protect babies from serious diseases.

- Artificial immunization should be done using vaccines.
- Vaccines such as Diphtheria and Hepatitis must be administered as per the immunization schedule.
- Up to six months, exclusive breastfeeding is mandatory, as mother's milk acts as natural immunity.
- Parents should strictly follow government-recommended immunization schedules.

Question 3: How can a mother best protect the health of her baby?

Dr. Chennaih highlighted the crucial role of mothers in ensuring baby health.

- Mother's care and attention are the foundation of baby health.
- A nutritional diet is essential for the mother to ensure quality breast milk.
- The baby's environment should be clean, hygienic, and safe.
- Providing a happy and peaceful home environment supports emotional and mental development.
- Mothers should spend more time with their babies to build bonding and emotional security.

Role of MITS Community Radio 90.8

MITS Community Radio 90.8 plays a vital role in community development by broadcasting educational and awareness-based programs. Through this baby caring awareness program, the radio station successfully:

- ✓ Connected medical experts with the community.
- ✓ Delivered health-related information in a simple and understandable manner.
- ✓ Supported government and social initiatives related to maternal and child health.
- ✓ Reached mothers and families who may not have direct access to medical counselling.

Sri. M. Narasimhacharlu, as Programme Manager, ensured effective coordination and smooth conduct of the program, enabling meaningful knowledge dissemination.

Finally, Sri. M. Narasimhacharlu, Programme Manager, MITS Community Radio 90.8, sincerely thanked Dr. Chennaih for sharing his valuable time and expert knowledge on baby caring practices. He also expressed gratitude to Mahila Sisu Samrakshana Sakha for their support in organizing the programme and reaffirmed the radio station's commitment to community health awareness initiatives.

Conclusion

The baby caring awareness program conducted by MITS Community Radio 90.8 under the 1000 Days for Baby Caring Initiative was highly informative and socially relevant. The expert guidance provided by Dr. Chennaih offered valuable insights into newborn care, immunization strategies, and maternal responsibilities.

Such programs play a crucial role in reducing infant mortality, improving maternal awareness, and ensuring healthy future generations. MITS Community Radio 90.8 continues to serve as a powerful platform for community education and social development.

Outcomes of the Programme

The programme achieved the following key outcomes:

1. **Increased Awareness:** Mothers and caregivers gained clear knowledge about baby care, breastfeeding, temperature maintenance, and immunization.
2. **Improved Health Practices:** The program encouraged families to follow proper immunization schedules and hygiene practices.
3. **Community Empowerment:** Listeners were empowered with practical information to protect newborns and reduce infant health risks.

Linkage with Sustainable Development Goals (SDGs)

The baby caring awareness program strongly aligns with the following United Nations Sustainable Development Goals:

SDG 3: Good Health and Well-being – Promoting maternal health, infant care, immunization, and disease prevention.

SDG 2: Zero Hunger – Emphasizing breastfeeding and maternal nutrition for healthy child development.

SDG 5: Gender Equality – Empowering mothers with knowledge and recognizing their role in child care and health.