



SHRI CHHATRAPATI SAMBHAJI SHIKSHAN SANSTHA'S

**BAPUSAHEB THITE COLLEGE OF NURSING**

Shirur (Ghodnadi) Dist. Pune - 412210

(Approved by; Maharashtra Govt., Affiliated to MUHS, Nashik and MSBNPE, Mumbai)

# “Breastfeeding Week -2025”



*Dr. Sheetal Barde*  
**Dr. Sheetal Barde**  
Principal

Shri Chhatrapati Sambhaji Shikshan Sanstha's  
Bapusaheb Thite College of Nursing  
Shirur (Ghodnadi), Dist. Pune 412210



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### **Preface**

The World Breastfeeding Week is celebrated every year from 1st to 7th August in more than 120 countries, with the aim of promoting, protecting, and supporting breastfeeding practices among mothers and families. It serves as a powerful platform to raise awareness about the vital role of breastfeeding in ensuring the health and well-being of both mothers and infants.



Breastfeeding is not only a biological act but also a foundation of lifelong health, nutrition, and emotional bonding. It significantly reduces infant morbidity and mortality by preventing infections, promoting cognitive development, and strengthening immunity. For mothers, it aids in faster postpartum recovery, reduces the risk of breast and ovarian cancers, and contributes to natural family planning



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In alignment with the global objectives set by the World Alliance for Breastfeeding Action (WABA) and the World Health Organization (WHO), our institution celebrates Breastfeeding Week annually to educate students, mothers, and the community about its long-term health benefits. Through various programs such as awareness rallies, health education sessions, poster exhibitions, skits, street plays, and interactive discussions, students and faculty collaborate to spread awareness and promote positive attitudes toward breastfeeding practices.

This report reflects the sincere efforts and active participation of our nursing students, faculty members, and the organizing committee, who collectively worked towards making the celebration meaningful and impactful. Their enthusiasm and teamwork truly embodied this year's theme, reinforcing the idea that "Breastfeeding is a shared responsibility that benefits everyone."

### **Objectives of the Program:**

- To create awareness about the importance of exclusive breastfeeding for the first six months of life.
- To educate mothers and families about the health benefits of breastfeeding for both mother and child.
- To encourage early initiation and continuation of breastfeeding along with complementary feeding.
- To support and motivate mothers through health education and community involvement.
- To promote the global message of breastfeeding as the foundation of lifelong health.



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### **Program Overview:**

As part of the Breastfeeding Week 2025 celebration, our nursing students organized various activities of Street Play and Health Education to aimed at creating awareness among mothers regarding the importance of breastfeeding. The theme for this year's Breastfeeding Week was "Prioritise breastfeeding: create sustainable support system"

The program was planned and guided by Dr. Sheetal Barde Madam, Principal of Bapusaheb Thite College of Nursing, Pune, to create awareness among mothers coming in Rural Hospital, Shirur along with extra-curricular involvement for nursing students.

The Rural Hospital, Shirur was selected as the venue for the program because as it caters to a large population of antenatal and postnatal mothers through its well-functioning Outpatient Department (OPD). The hospital staff and community members were highly cooperative, ensuring smooth conduction of activities. The setting provided direct interaction with expectant and new mothers, making it ideal for health education on breastfeeding.

Poster competition on Breastfeeding week was organized and total 48 students actively participated from inside and outside the Nursing College campus. It was Judged by Dr. Sheetal Barde madam, Ms. Sonia Daniel Madam based on creativity, clarity of message and relevance to theme. Winning posters were displayed for public awareness during the program also winners felicitated with prize.

Street Play on Breastfeeding week was organized with active participation of Bapusaheb Thite College Nursing students. Street Play guidance by Ms. Nikita Kardile.

Survey on Attitude, knowledge analysis of breastfeeding women were conducted under guidance of Ms. Sonia Daniel Madam, Ms. Sanyogita Madam, Ms. Reshma Madam and Ms. Vaishnavi Madam with Bapusaheb Thite College Nursing students



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## **Activities Conducted:**

### **1.Role Play:**

A street play was performed by the Bapusaheb Thite College nursing students in the community to spread awareness about the importance of breastfeeding, its benefits for both mother and child, and to clear common misconceptions.

Various scenarios based on Doctor Mother conversation of Antenatal Care, Nurse and Primigravida Mother interaction about breastfeeding techniques, Nursing student and relative Conversation by educating them about Breast milk importance and last scenario based on educating family member about myths about breastfeeding commonly assume by society about not to feed baby after 6 months of age.

At the end “creating sustainable support to breastfeeding by taking time to time help from healthcare providers- Doctor, Nurses, ASHA Workers and USHA workers working in Primary Health centre” This message given by all students.

### **2. Health Education Session:**

Health education was provided to mothers on topics like exclusive breastfeeding for the first six months, correct latching techniques, and the role of breastfeeding in improving child health and immunity by using best posters in competition.

Students of Bapusaheb Thite College of Nursing had educated all OPD mothers coming in Rural Hospital on 5<sup>th</sup> August 2025.



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### **3. Survey:**

A structured questionnaire of total 50 mothers used to assess the knowledge of mothers regarding breastfeeding practices. The survey helped in identifying knowledge gaps and areas that need more focused education

### **Findings of the Survey:**

The survey revealed that while most mothers were aware of the importance of breastfeeding, only a few knew about the correct techniques and the significance of exclusive breastfeeding for the first six months. Many working mothers expressed challenges in maintaining breastfeeding practices due to lack of workplace support.

### **4. Poster Competition:**

Students from various colleges and batches actively took part and prepared informative, creative and theme-based posters. Winners were felicitated with cash prize and certificates as token of appreciation.



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Breastfeeding week 2025: Day 1- Session on breastfeeding Techniques and its Importance.





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Breastfeeding week 2025: Day 2- Role Play in Rural Hospital, Shirur by GNM Nursing Students.



Breastfeeding week 2025: Day 2-Glimpse of Starting Role Play.



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Breastfeeding week 2025: Day 2-Role Play.





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Breastfeeding week 2025: Day 2-Role Play





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Breastfeeding week 2025: Day 2-Role Play





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Breastfeeding Week 2025:Day 2 -Survey of Breastfeeding Mothers in Rural Hospital,Shirur.



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## **. Conclusion**

The celebration of World Breastfeeding Week at our college was a meaningful and educative event. It created awareness among students, mothers, and the community about the importance of exclusive breastfeeding for the first six months of life. The various activities conducted during the week successfully conveyed the theme and objectives, promoting health, bonding, and nutrition for both mother and child.

The event concluded with words of appreciation from the Principal Madam-Dr. Sheetal Barde, who encouraged everyone to continue promoting breastfeeding as a vital public health practice. The program ended with a vote of thanks and the national anthem.

## **Acknowledgment**

We express our sincere gratitude to our respected Principal Madam Dr. Sheetal Barde for her continuous support and guidance throughout the program. We also extend heartfelt thanks to all faculty members, students, and the organizing committee for their active participation and cooperation in making the Breastfeeding Week celebration a grand success.

Special thanks to the Rural Hospital Department and community members for their valuable presence and assistance during the awareness and health education sessions.

Report Maintained By

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Principal

  
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