

QUEEN MARY'S COLLEGE (AUTONOMOUS)

DEPARTMENT OF HOME SCIENCE

Report on Breastfeeding Awareness Programme

(06.08.2024)

On August 6, 2024, the Department of Home Science in association with **IFTR, NSI Chennai Chapter** and **ICDS Ashok Nagar** hosted a multifaceted programme aimed at raising awareness about Breastfeeding among Pregnant and Lactating Women in the Community Hall, at Saligramam, Ashok Nagar, Chennai-78.

The programme began with a detailed presentation on the schemes available in support of pregnant and lactating mothers at regional, national, and international levels. The information about the various schemes were delivered through a news-style format by the students. Following this, a “Villupaatu” (folk singing) was performed, to emphasize the critical role of breastfeeding to ensure proper nourishment, as well as growth and development in infants. The peppy folk tunes and rhyming lyrics drove home the advantages of breast feeding to the mothers effortlessly.



A lively debate ensued, featuring a question-and-answer session between new mothers and experienced mothers. This interactive segment provided a platform for sharing personal experiences, practical advice, and emotional support, fostering a sense of community and understanding among the mothers. This was followed by a poetry recital on the importance of breastfeeding.



In a unique fashion show, students personified the food pyramid, with each

participant demonstrating the role of each food group in providing essential nutrition to reinforce the importance of a balanced diet.



Finally a dance drama by the students depicted the crucial role of husband and family members in support of breastfeeding mothers. The dance show highlighted how a nurturing and supportive environment can significantly enhance the breastfeeding experience, and underscored the collective responsibility in promoting maternal and child health.



Additionally, the programme featured a display of recipes highlighting the importance of lactogues. Students also presented detailed Models and Charts, covering essential topics such as the do's and don'ts during breastfeeding, proper

breastfeeding positions, the nutritional benefits of breast milk, and the advantages of breastfeeding for both mother and infant.



The event concluded with a sense of unity and heightened awareness among all beneficiaries. The diverse range of activities not only educated but also inspired mothers to embrace improved maternal and infant health practices, ensuring a healthier and more secure future.