



**Department of Community Medicine,  
Himalayan Institute of Medical Sciences,  
Swami Rama Himalayan University**



## **BREASTFEEDING AWARENESS CAMPAIGN**

**Date :** 1-8-2024

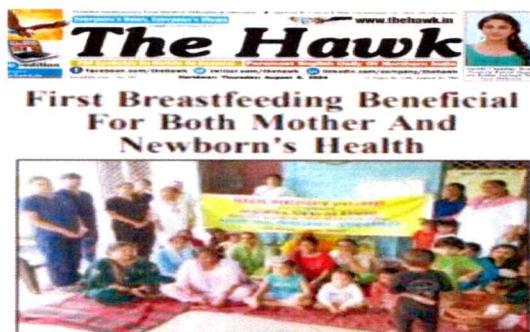
**Time:** 9.30am-1.30pm

**Location:** Doiwala, Dehradun

**No. of Students:** 5

**Activity detail:** The Department of Community Medicine under the Himalayan Institute of Medical Sciences (HIMS), Swami Rama Himalayan University (SRHU) observed World Breastfeeding Week (WBW) in their field practice area, celebrated globally between 1 and 7 August 2024. Dept. of Community Medicine under HIMS, SRHU organized health awareness sessions within their field practice area wherein pregnant women, lactating mothers, men and women belonging to reproductive age groups, and those in geriatrics were given health education through role play and health talk in small groups regarding breast milk composition and its variations during lactation, myths burst about mother's perception of 'not producing enough milk', daily frequency of breastfeeding, breastfeeding techniques, and position, signs of good attachment (latching) and effective suckling, and techniques of expressing breast milk relevant for working mothers. In addition, the dept. also organized three competitions (making posters, role-play videos, and designing flyers) for MBBS students (excluding interns) on breastfeeding advocacy in alliance with the Indian Public Health Association-Uttarakhand (IPHA-UK). Total 5 students participated.





**Doiwala (The Hawk):** An awareness program was organized at Himalayan Hospital Jollygrant under World Breastfeeding Week to educate mothers about breastfeeding their infants. Information was provided about the benefits of breastfeeding for both mothers and newborns.

The Department of Community Medicine at the Himalayan Institute of Medical Sciences and the Himalayan Hospital conducted a week-long awareness campaign in the rural areas around Doiwala. During this campaign, mothers of newborns were informed about the importance of breastfeeding. Department Head Dr. Ashok Kumar Srivastava stated that the first breastfeeding session is beneficial for both the mother and the newborn's health. The mother's first thick yellow milk is the baby's first vaccination, providing essential minerals and immunity against diseases. He mentioned that the goal of celebrating Breastfeeding Week is to make mothers aware of its benefits. Breastfeeding can reduce infant mortality rates and malnutrition rates by 19%. The first milk of the mother is rich in vitamins, helps clean the infant's intestinal tract, and protects the baby from jaundice. Dr. Surabhi Mishra mentioned that due to lack of awareness, there is a misconception that the first milk can be harmful. To dispel this myth, this weekly campaign is being run. She informed that a mother can start breastfeeding her baby approximately half an hour after birth. In the case of cesarean delivery, the mother can start breastfeeding about four hours after the operation or once the effects of anesthesia wear off. Doing so keeps both the baby and mother healthy, accelerates the baby's intellectual development, and reduces the risk of cancer, diabetes, and hypertension later in life. Dr. Avni Gupta, Dr. Chirag Joshi, Dr. Sudiksha Sharma, Swasti Gang, Swati Bishu, Varbhab Gupta, Varunika Sharma, Saksham Srivastava, Varbhab Rana, and health worker Farzana participated in the campaign.

## दैनिक जागरण



सदात महरोंगी जागरण • डोईवाला : हिमालयन हाईटेक एंड सेल्फिट के प्रतिनिधित्वको ने विषय स्वास्थ्य सलाह के लाभ महतों को जिजुअरी को सम्बन्धन कराने के प्रति जगमग किया गया। सच्च ही निरन्तर से योग्य नियांत्रण को होने वाले लिख की जानकारी दी।

हिमालयन हाईटेक आफ मैट्रिक्स स्टार्टेप्रूफ के कार्यालयी मैट्रिसिन विभाग व हिमालयन हाईटेक को और से होमियोलॉके अस्पताल के द्वारा लोकों में सलाह भर तक पहुंचने जिजुअरी को महतों को सम्बन्धन के लिये में जाकरों दो गए। विभागाचार्य डॉ अशोक कुमार श्रीवाल्यान ने कहा कि डोईवाला स्वास्थ्य में योग्य महतों ने नियांत्रण के स्वास्थ्य के लिये लभावाक दूष वर्णन का वाहन दीक्षिकाक है। योग्य का वाहन दूष वर्णन का वाहन दीक्षिकाक है। इसके बायो को अधिक शुरूज व रोगी से लड़ने की जिजु भिन्नताएँ हैं। कहा कि स्वास्थ्य सलाह भवन का उद्देश्य मानविकी को इसके पाति जागरूक करने हैं। स्वास्थ्य से 10 प्रतिशत विषय मध्य दर व कोरोना के कम किया जा सकता है। योग्य का वाहन दूष विटामिन युक्त होता है। वह जिजुअरी को स्वास्थ्य का खुला कम होता है। ऐस करने से जिजु और योग्य होने ही स्वास्थ्य होते हैं। सच्च ही विषय का वैदिक विकास तकी से होता है और जीवन में कैमर, मध्यम, उच्च रक्तचाप का खुला कम होता है। इसके दूर करने के लिये यह स्वास्थ्यक अधिकार यज्ञोग्या जा रहा है। उद्देश्य जागरूक कि उम्र के करीब आये घटे बाद में अपने जिजु को स्वास्थ्य का सहकारी है। वही सज्जों से हुए जिजु को मार्केट चार पहुंचने वाले यह एनिमेशन के प्रभाव से वहार आने के बाद स्वास्थ्य करा

जीवित की और भी खुबर दूषे  
[www.jagran.com](http://www.jagran.com)

**Attendance:**

01-08-2024				
	S.No.	Name of Students		Signature
	1	Saloni Sharma		Saloni
	2	Vikrant Dhami		Vikrant
	3	Samyak Agarwal		Samyak
	4	Sanskars Bansal		Sanskars
	5	Dr Vaibhav Rana		Vaibhav

A. K Srivastava  
Dr A K Srivastava  
(Prof. & Head)

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