



**Sri Devaraj Urs Academy of Higher
Education and Research**

(A Deemed to be University)

**Sri Devaraj Urs Medical College
Tamaka, Kolar-563103**

We cordially invite for

**“World Breast Feeding week”
Celebration**

Theme - 2024

**“Closing the gap: Breastfeeding support for
all”**

Organized by

Department of Paediatrics



About the program

“Breast feeding week” campaign is celebrated every year in the first week of August, to support all the breast feeding mothers. It highlights the role of family and society in supporting the mother.

As health care professionals, it is our duty to educate the mother, her family and the society about the importance of breast feeding. The current activities are planned to spread this awareness and close the gaps in promotion of Breastfeeding.



Seeking Blessings of
Late Shree. R. L. JALAPPA
Founder Chairman, SDUET

Chief Patron

Sri G.H. Nagaraja

Hon`ble Chancellor, SDUAHER & Chairman,
SDUET

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Medical Superintendent, RLJH & RC

Dr Vinutha Shankar M. S.

Vice-Principal, SDUMC

Dr Sudha Reddy V R
Organizing Chairperson

Dr Karthik S
Organizing Secretary

Organizing Committee Members

Dr K N V Prasad

Dr James Daniel

Dr Narendra R R

Dr Srikanth C

Dr Bhanuchand P

Dr Abhishek M B

Dr Vidyashree B

Dr Niranjan B

Dr Manasa D

Dr Bindu T

Dr Jaishree

Dr Shrishail

Dr Parimala S

Dr Pravallika N

Dr Pallavi

Mr Murali Mohan

All Post graduate students

In association with

- Department of OBG, SDUMC, Kolar.
- Department of Community Medicine, SDUMC, Kolar.
- R L Jalappa Hospital and Research Centre.
- Departments of Paediatric & OBG Nursing, Sri Devaraj Urs College of Nursing, Kolar.

Programme Schedule

01/08/2024

Time	Venue	Program
11:00am to 01:00pm	Postnatal ward no 101 and 102	Health education to lactating mothers by nursing students.
02:00pm to 03:30pm	William Osler Hall (Physiology AV Hall)	Lactation module a) Breastmilk - composition, superiority and benefits b) Breastmilk – Where and how it is produced Resource Faculty Dr K N V Prasad Dr Srikanth C

02/08/2024

Time	Venue	Program
11:00am to 01:00pm	Postnatal ward no 103 and 104	Health education to lactating mothers by nursing students.
02:00pm to 03:30pm	William Osler Hall (Physiology AV Hall)	Lactation module a) Preparation of breast during pregnancy and delivery b) The first breast feeds – optimum practices Resource Faculty Dr Pravallika N Dr Parimala

03/08/2024

Time	Venue	Program
11:00am to 01:00pm	HDU, PACU, Labor room	Health education to lactating mothers by nursing students.
02:00pm to 03:30pm	William Osler Hall (Physiology AV Hall)	Lactation module a) Positioning of baby and attachment at the breast. b) Expressing, storing and feeding breast milk Resource Faculty Dr Sudha Reddy V R Dr Abhishek M B Dr Karthik S

05/08/2024

Time	Venue	Program
RHTC, Devarayasamudra		
10:30am	Invocation	
10:40am	Welcome Speech	
10:50am	Address by Chief Guest and other Dignitaries	
11:10am	Role play by Nursing students	
11:25am	Meme by Nursing students	
11:45am	Quiz for audience	
12:15am	Vote of thanks	
02:00pm to 03:30pm	William Osler Hall (Physiology AV Hall)	Lactation module a) Mothers with special needs b) Babies with special needs Resource Faculty Dr Jaishree K M Dr Bindu T

06/08/2024

Time	Venue	Program
Anganawadi, Gandhinagar, Kolar		
10:30am	Invocation	
10:40am	Welcome Speech	
10:50am	Address by Chief Guest and other Dignitaries	
11:10am	Role play by Nursing students	
11:25am	Meme by Nursing students	
11:45am	Quiz for audience	
12:15am	Vote of thanks	
02:00pm to 03:30pm	William Osler Hall (Physiology AV Hall)	Lactation module a) Low Milk Production b) Complementary Feeding Resource Faculty Dr Narendra R R Dr Pallavi

07/08/2024

Time	Venue	Program
Postnatal Ward		
10:30am	Invocation	
10:40am	Welcome Speech	
10:50am	Address by Chief Guest and other Dignitaries	
11:10am	Role play by Nursing students	
11:25am	Meme by Nursing students	
11:45am	Quiz for audience	
12:15am	Vote of thanks	

Target audience for Lactation module
Nursing staff, Nursing students, Postgraduate students from Department of Pediatrics and OBG.

For any further details contact
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