

NAVODAYA MEDICAL COLLEGE, RAICHUR, KARNATAKA

Behavior Change Communication for Breastfeeding Promotion

The following activities are planned by Department of Community Medicine in collaboration with the Department of Pediatrics & Obstetrics & Gynecology. The posters and banners displaying the importance of breastfeeding will be displayed at all prominent places in OPD, Wards, UHTC, RHTC.

Date	Activates	Resource Person	Venue
3-8-2011	IEC Session in Kannada Video on Breastfeeding by WHO & BPNI	Dr. Ayesha (CM) Dr. Revathi (CM) Dr. Basavaraj (OBG)	OPD-Ortho Hall 10:30 A.M. Ground Floor. 50 Participants expected.
3-8-2011	Formation of Mother support Group (MSG) in Navodaya Hospital.	2 PG-Community Medicine 2 PG- Pediatrics 2 PG-OBGY 2 Nurses 1 Faculty from Departments of CM, Ped & OBG	OPD
8-8-2011	Awareness campaign for adolescent girls in UHTC Ashapur Road	Dr. Revathi (CM) Dr. Ayesha (CM) Dr. Madhumitha (CM)	Anganwadi at UHTC 10:30 A.M. 50 Participants

Key Messages:

In a study conducted by Department of Community Medicine on Infant and Young Child feeding practices in Rural area of Raichur District that identified the myths & misconceptions about breast feeding.

Keeping these findings, the following messages will be targeted to the participants-

1. Early initiation of breastfeeding and importance of Colostrum
2. Exclusive breast feeding for first 6 months.
3. Position and attachment during breast feeding
4. Benefits of breastfeeding to mother & child
5. Overcoming traditional practices, myths and misconception related to breast feeding
6. Breast and nipple problems.

Dr Abhay Mane
Associate Professor
Community Medicine
Navodaya Medical College, Raichur, Karnataka.