



Shri Vithalrao Joshi Charities Trust's
SAMARTH NURSING COLLEGE
(NAAC ACCREDITED GRADE 'B')
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(Recognised by Indian Nursing Council, Maharashtra Nursing Council & Maharashtra University of Health Sciences, Nashik and MSBNPE Board, Mumbai)

SVJCT's Samarth Nursing College Kasarwadi, Sawarde.

BREAST FEEDING WEEK CELEBRATION REPORT





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WORLD BREASTFEEDING WEEK CELEBRATION

Event Name- World Breastfeeding Week Celebration

Activity- Role Play / Skit Performance on Breastfeeding Awareness

Organized By- OBGY Department

Participants- B.Sc. Nursing 8th Semester Students

Venue- B.K.L. Walawalkar Hospital, Dervan

Target Audience- Antenatal & Postnatal Mothers, Patient Relatives, Hospital Staff

Date & Time- 6 August 2026

World Breastfeeding Week is celebrated annually to encourage breastfeeding and improve the health of babies around the world. As part of this global health observance, the 8th Semester B.Sc. Nursing students organized an interactive awareness drive featuring a role-play/skit at B.K.L. Walawalkar Hospital. The initiative aimed to educate mothers, family members, and visitors on the crucial role of early and exclusive breastfeeding.

The event commenced with a brief introductory address by the student coordinator emphasizing the significance of World Breastfeeding Week. Following the address, the 8th Semester B.Sc. Nursing students presented a realistic and emotionally engaging skit.

- **Colostrum Importance:** Dispelled myths about discarding colostrum ("first yellow milk") and highlighted its rich antibody content acting as the infant's first vaccine.
- **Family Support:** Illustrated a dynamic scenario contrasting traditional, restrictive advice with modern, medically sound nursing advice.
- **Nutritional Guidance:** Emphasized the lactating mother's diet, hydration, and mental well-being.
- **Latching & Positioning:** Demonstrated proper techniques through performance to prevent nipple soreness and ensure full nutritional transfer to the baby.
- **Exclusive Breastfeeding:** No water, external milk, or honey should be given for the first six months.
- **Demand Feeding:** Breastfeed the infant on demand (at least 8 to 12 times in 24 hours).



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- **Maternal Health:** Breastfeeding aids in faster uterine involution and reduces maternal risks of breast and ovarian cancers.

The performance incorporated simple local language to ensure clear communication with patients and rural community members attending the hospital.

The skit was well-received by the audience, attracting significant engagement from mothers and patient attendants present in the hospital OPD and wards. The healthcare team and hospital management commended the 8th semester nursing students for their creative performance and practical approach to health education.





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