



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav College
for Women(Autonomous) Chromepet, Chennai 600 044**

Affiliated to University of Madras, Re-Accredited with "A+" Grade by NAAC



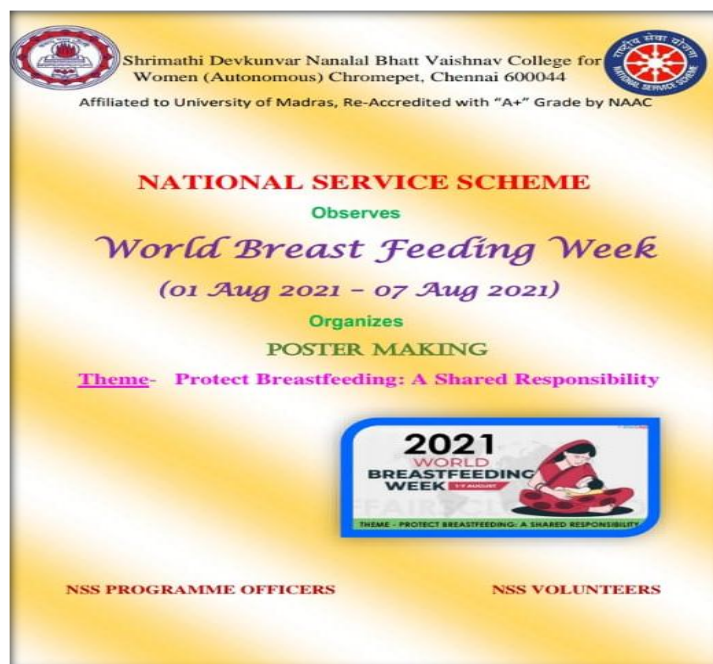
World Breast Feeding Week 2021

The NSS units of SDNB Vaishnav College for Women organized a Poster making event on "WORLD BREAST FEEDING week" from 1st August to 7th August, 2021. The theme for breast feeding for this year is "PROTECTING BREAST FEEDING: A SHARED RESPONSIBILITY".

Many of our NSS volunteers participated in the event of poster making and showcased their talent. This event brought out many new creative ideas of students which enlightened the view of the society.

We also shared this information in our official Instagram page.

The posters of our participants are as below:



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WORLD BREASTFEEDING WEEK ♥



Breastfeeding is a mother's gift to herself,
her baby and the earth

Protect Breastfeeding!

IT'S **MORE** THAN
JUST FOOD

SUPPORTS
LOVING
RELATIONSHIPS
BRAIN
DEVELOPMENT

PROTECTS
AGAINST
CANCER
OBESITY
DIABETES
INFECTIONS
SUDDEN INFANT
DEATH



His well being
depends on you

Breastmilk is his right

Breastfeeding mothers and COVID-19

If you are severely ill with COVID-19 or suffer from other complications that prevent you from caring for your infant, continuing direct breastfeeding, express milk to safely provide breastmilk to your infant.



Benefits for your baby

(At least 6 months breast feeding)

- 1 Helps prevent your baby from getting respiratory illnesses, ear infections, and meningitis.
- 2 Decreases the risk of developing allergies.
- 3 Lowers the chance of sudden infant death syndrome (SIDS).
- 4 Helps prevent your baby from obesity.
- 5 Boost your child's intelligence.
- 6 Decrease the risk of childhood cancer in children under 15 years of age.



World breast feeding day 2021



"Breastfeeding is a
mother's gift to herself, her
baby, and the earth."

PROTECT BREASTFEEDING

More Than Food

Breastfeeding: A System of Newborn Care
Food + Protection-

- * warmth for newborn
- * emotional and physical security and safety for both
- * immunity from bacteria, viruses and fungal infections
- * protection for mother and baby
- * economic food security

Breastfeeding mothers and COVID-19

If you are sick with COVID-19 or think you might have it, follow these steps when breastfeeding:



Use a medical mask when near your child

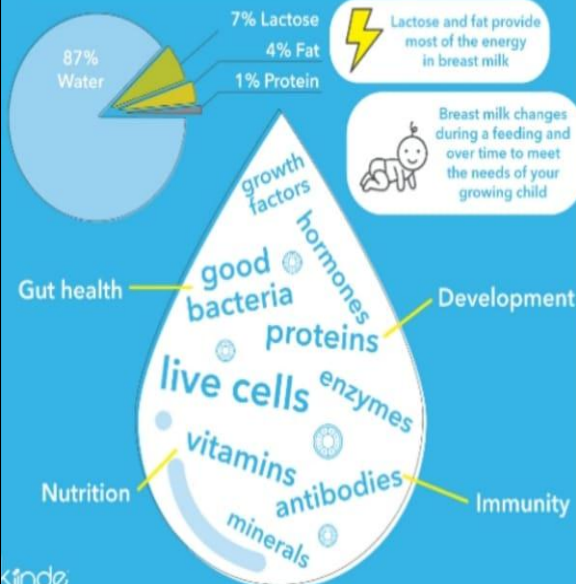


Wash your hands thoroughly with soap or sanitizer before and after contact with your child



Routinely clean and disinfect any surfaces you touch

HAVE YOU EVER WONDERED What's in breast milk?



BREASTFEEDING

GOOD FOR BABY GOOD FOR MOM

Benefits for baby:

- Prevents diarrhea, ear infections, pneumonia and asthma
- Cuts risk of Sudden Infant Death Syndrome
- Lowers risk for obesity, developing allergies

Benefits for mom:

- Lessens risk of breast cancer, ovarian cancer
- Prevents postpartum depression, Type 2 diabetes
- Reduces stress

PAID MATERNITY LEAVE MAKES CHILDREN HEALTHIER

- ✔ World Breastfeeding Week (WBW) is celebrated from August 1st – 7th every year
- ✔ WBW establishes a stage to support the loaded benefits of breastfeeding across the globe
- ✔ Encouraging breastfeeding prevents 20,000 maternal deaths & 823,000 child deaths
- ✔ Breastfeeding promotes child health & protects mothers from ovarian and breast cancer risk

WHEN YOU GO HOME



YOUR HEALTH WORKER IS THERE TO

GIVE YOU CONFIDENCE AND SUPPORT TO CONTINUE TO BREASTFEED.

REASSURE YOU THAT BREAST MILK IS ALL THAT YOUR BABY NEEDS FOR HEALTHY GROWTH FOR THE FIRST 6 MONTHS.

HELP YOU TO RESOLVE ANY PROBLEMS OR CONCERNS SO THAT BREASTFEEDING IS A POSITIVE EXPERIENCE.

WHAT MUMS CAN DO



BEFORE YOUR BABY ARRIVES, GET THE FACTS ON BREASTFEEDING.

WHEN YOUR BABY'S BORN, TRY TO GIVE THE FIRST BREASTFEED WITHIN AN HOUR.

YOU'LL NEED HELP WITH LEARNING TO BREASTFEED & SO WILL YOUR BABY. DON'T BE AFRAID TO ASK FOR IT!

MAKE SURE YOU GET READY OF HEALTHY FOOD, WATER & REST.



SUPPORT MUMS TO BREASTFEED ANYTIME, ANYWHERE

WHAT CAN BE DONE IN THE WORKPLACE



GIVE ENOUGH MATERNITY LEAVE FOR MUMS TO GET BREASTFEEDING ESTABLISHED.

MAKE IT EASIER FOR MUMS TO RETURN TO WORK BY PROVIDING TIME & A PLACE TO BREASTFEED OR EXPRESS & STORE MILK.

SUPPORT YOUR COLLEAGUES WHILE THEY'RE BREASTFEEDING — IT'S NOT ALWAYS EASY TO BALANCE WORK & BEING A NEW MUM!

WHAT FAMILY AND FRIENDS CAN DO



PROVIDE EMOTIONAL SUPPORT & PRACTICAL HELP (DELIVER GROCERIES, COOK MEALS, CLEAN THE HOUSE).

TAKE CARE OF BIG BROTHERS & SISTERS.

LISTEN & BE SUPPORTIVE. BOOST MUM'S CONFIDENCE IN BREASTFEEDING.

WHAT DADS CAN DO



HELP AROUND THE HOUSE, REDUCE STRESS FOR YOUR PARTNER & MAKE SURE SHE GETS ENOUGH REST.

'BURP' THE BABY AFTER A FEED — DAD'S CHEST IS GREAT FOR THIS!

CARE FOR THE BABY IN WAYS OTHER THAN FEEDING (BATHS, DIAPER CHANGES, WALKS).



WABA | WORLD BREASTFEEDING WEEK 2021

PROTECT BREASTFEEDING

What are the benefits of breastfeeding?

Breastfeeding reduces the mother's risk of:

- ▼ breast and ovarian cancer
- ▼ cardiovascular disease
- ▼ obesity
- ▼ osteoporosis



Women with COVID-19 can **breastfeed** if they wish to do so. They should:



Practice respiratory hygiene and wear a mask



Wash hands before and after touching the baby



Routinely clean and disinfect surfaces

BREASTFEEDING



THIRST:
Babies ask to breastfeed when they are thirsty.

HUNGER:
Babies ask to breastfeed when they are hungry.

LOVE:
Babies ask to breastfeed if they feel the need for comfort, affection, and eye contact.

RELAXATION:
Babies ask to breastfeed to help them relax, wind down, or sleep.

DEVELOPMENT & IMMUNITIES:
Babies ask to breastfeed if they need the milk's components to grow, thrive, protect their intestinal and immune systems, or recover from illness.

It's not just about the milk!



Thirst & Hunger



Love & Affection



Immune Defense

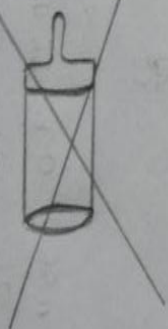


SUPPORT MUMS TO BREASTFEED ANYTIME, ANYWHERE



BREAST FEEDING "A SHARED RESPONSIBILITY"

SAY "NO" TO
BOTTLE FEED



SAY "YES" TO
BREAST FEED



Lower risk of
Breast cancer

Lower risk of
Ovarian Cancer

Less diabetes

Less
Cardiovascular
diseases.