

Report on World Breastfeeding Week Awareness Programme

Organised by Centre for Community Engagement and Service Learning under Unnat Bharat Abhiyaan (UBA), Loreto College (Autonomous)

1. Background & Significance of World Breastfeeding Week

World Breastfeeding Week is celebrated annually to commemorate the 1990 Innocenti Declaration, advocating for the protection, promotion, and support of breastfeeding globally. Early and exclusive breastfeeding provides critical antibodies, essential nutrients, and natural immunity that significantly reduce infant mortality, protect against common childhood illnesses, and foster optimal physical and cognitive development. Beyond immediate health benefits for infants, breastfeeding promotes maternal healing, reduces the risk of long-term health complications such as breast and ovarian cancers, and strengthens early mother-child emotional bonding.

In the realm of grassroots community engagement, maternal and child health initiatives serve as foundational pillars for sustainable development. Educating mothers and local support networks—including families, ASHA workers, and Anganwadi representatives—helps dismantle prevalent social stigmas, cultural myths, and misinformation surrounding infant feeding and maternal care. Empowering rural and underserved communities with accurate healthcare awareness directly improves maternal wellness, reduces nutritional inequities, and reinforces community resilience for future generations.

2. Executive Summary & Event Details

- **Event Name:** World Breastfeeding Week Awareness Programme
- **Theme:** "Breastfeeding for a Sustainable Start in Life: Strengthen What Works"
- **Date & Time:** August 6, 2026 | 4:00 PM Onwards
- **Venue:** Sankharipota FP School, Thakurpukur–Maheshtala Block, South 24 Parganas, West Bengal
- **Organizing Body:** Centre for Community Engagement and Service Learning, Loreto College (Autonomous)
- **Keynote Resource Person:** Dr. Satabdi Mitra (MBBS, DPM, MD, DNB, MNAMS), Expert in Community Medicine and Public Health
- **Coordinators:** Dr. Rupa Ghosh (UBA Cell Coordinator) and Ms. Karobi Das (Coordinator, Centre For Community Engagement and Service Learning)

3. Objectives

- To educate mothers, families, communities, and healthcare networks on supporting breastfeeding for healthier children and a sustainable future.

- To create awareness regarding critical women's health issues including nutrition, menstrual hygiene, and menopause.
- To strengthen local community healthcare ties by collaborating with local ASHA and Anganwadi representatives.

4. Key Highlights & Session Summary

- **Participation:** An enthusiastic turnout of 52 local women and adolescent girls, along with ASHA and Anganwadi workers.
- **Expert Session:** Dr. Satabdi Mitra delivered an interactive and informative lecture on the critical benefits of breastfeeding, balanced maternal nutrition, managing menstruation, and addressing menopause concerns.
- **Distribution Drive:** Sanitary napkins and nutritional health drinks were distributed to all participants to encourage health and physical well-being.

5. SDG Alignment

- **SDG 3:** Good Health and Well-Being
- **SDG 4:** Quality Education
- **SDG 5:** Gender Equality
- **SDG 10:** Reduced Inequalities
- **SDG 11:** Sustainable Cities and Communities
- **SDG 17:** Partnerships for the Goals

6. Photographic Evidence



Event photo captured via GPS Map Camera at Sankharipota FP School on August 6, 2026 during the World Breastfeeding Week Awareness Session.

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