



MGM INSTITUTE OF HEALTH SCIENCES

(Deemed to be University) **Grade 'A++' Accredited by NAAC**

MGM NEW BOMBAY COLLEGE OF NURSING

5th Floor, MGM Educational Campus, Plot No. 1 & 2, Sector-1
Kamothe, Navi Mumbai – 410 209.

Report of National Webinar

Step Up for Breastfeeding -Educate and Support

Dated – 05-08-2022

Aim:

This webinar aims to provide comprehensive information on breastfeeding to students and clinical nurses to enhance breastfeeding friendly environment in the hospitals,

Objectives:

At the end of the webinar the participants will be able to:

1. To identify common myths and challenges of breastfeeding
2. To identify different strategies to improve lactational care.
3. To find out different ways to enhance breastfeeding practices among postnatal mothers
4. To discuss the strategies to overcome the barriers to breastfeeding.

Introduction:

World health organization recommends exclusive breastfeeding for first six months of life. All mothers need to be supported to initiate breastfeeding as soon as possible after the birth. The COVID 19 pandemic drastically distracted the focus of the health systems and limited the capacity to support breastfeeding friendly culture. The Governments, Health systems workplaces and communities together need to empower, strengthen and create breastfeeding friendly environment especially in the post pandemic world to enhance and support post-natal lactating mothers

Participants

Total 159 participants registered for the webinar. The participants were B.Sc. and M.Sc. Nursing Students, teaching faculties and clinical staffs. Around 117 participants attended the webinar.

Proceedings:

The Programme started by the moderator, Ms. Dipali Pingle at 2.00 PM with a warm welcome to all the Panelists and the participants who were present virtually for the webinar. The welcome address was delivered by Mrs. Preethi Mathew, Associate Professor and Organizing Secretary at the inaugural session and opened the theme stating infant growth and development breast feeding is very crucial. The main purpose of this breast breastfeeding week to promote breastfeeding and to bring the breastfeeding community together.



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Session I: Practices to improve lactational care delivered by Dr. Manisha Kadam, Professor, Sadhu Vaswani College of Nursing, Pune. She spoke challenges during antenatal period and importance of parent preparation and breast-feeding counseling from first trimester as a routine antenatal care. She also outlined the challenges at child birth and to improve support during labour. She explained importance to advocate for policy, investment and implementation of mother friendly care and baby friendly hospital initiative within maternity facilities. She emphasized to improve support during special circumstances like to establish human milk bank, to practice KMC, encourage re-lactation and wet nursing etc.

Session 2: Common Myths and Challenges of Breast Feeding presented by Mrs. Abra Pearl C.T, Technical Officer, Indian Nursing Council, New Delhi. She explained various myths and facts related to breast feeding. She discussed Breast feeding is easy is a myth many mothers need practical support, should put the newborn on good latch and proper position. Second, breast feeding is painful process is a myth with proper counseling and training with good latch baby can suck well. Third Colostrum is not good should be discarded is a myth, Fact is that it is good and very nutritious substance and which need to be given soon after the birth helps to improve the immunity of the child. She also spoke some challenges faced during breast feeding like sore nipples, low milk supply, breast engorgement, nursing strike, exhaustion etc. She also explained what are the strategies to overcome these challenges.

Session 3: Breaking barriers to support and promote breast feeding delivered by Dr. Rupali Jain, Assistant Professor, Department of Pediatrics, MGM Medical College Hospital, Kamothe. She explained various barriers like lack of communication, lack of knowledge, hesitancy on part of mothers and lack of professional help. She deliberated how to overcome these barriers with proper training, Counseling which need to start from antenatal period, encourage exclusive breastfeeding for six months etc.

The webinar was concluded at 4.00 pm, Ms. Dipali Pingale announced the prize winners of the pencil art competition. The conclusion of the session was done by Mrs. Maria Preethi Mathew, Associate Professor, MGM New Bombay College of Nursing, Kamothe. The webinar concluded by vote of thanks by Ms. Dipali Pingale.