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ADMINISTRATION, TVMC

- DEPARTMENT OF
PEDIATRICS,
TVMCH CELE-
BRATED THE
WORLD BREAST
FEEDING WEEK
BETWEEN 1-7 OF
AUGUST 2016



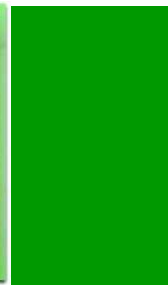
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official news letter of tirunelveli medical college, tirunelveli

AUGUST 2016

SPECIAL EDITION

TVMC CELEBRATES WORLD BREAST FEEDING WEEK



In September 2015, the world's leaders committed to 17 goals aimed at ending poverty, protecting the planet and ensuring prosperity. Together, they form the "Sustainable Development Goal". We all have a part to play in achieving these goals by 2030. The World Breastfeeding Week 2016 theme is on raising awareness of the links between breastfeeding and the Sustainable Development Goals. By recognizing that breastfeeding is a key to sustainable development, we will value our well-being from the start of life, re-



**Dr. Sithy Athiya Munavarah,
Dean TVMC presided &
Dr.Mohammed Thamby,
Former Professor inaugurated**



spect each other and care for the world we share. "Breastfeeding is not only the cornerstone of a child's healthy development; it is also the foundation of a country's development." World Breastfeeding Week is coordinated by the World Alliance for Breastfeeding Action (WABA), a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding.

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the deans message.....

Mothers Milk is not purely a food. But there is strong scientific evidence that it is a complex of nutrition, immune modulation and essential fats. Along with protein fat, carbohydrate and calcium, human breast milk also contains immune factors that protect infants. It also has few essential bacteria that colonize the baby's GIT and later help in gut related metabolism. Milk contains a special sugar that can fertilize that microbial growth in the gut.



Presently it is also reported that human breast milk also contains essential bio molecular messages like hormones. The effort of the Government of Tamilnadu under the able leadership of our Honourable Chief Minister has been seen in popularizing breast feeding practices and creation of special zones for Mother Care in all public spaces. I encourage our faculty and nurses to enthusiastically promote breast feeding practices in our patients.

DAY 1: Inauguration

உலக தாய்ப்பால் வாரம் - 2016
தாய்ப்பாலூட்டுதல் வளம் குன்றா வளர்ச்சிக்கு திறவுகோல்



WORLD BREAST FEEDING WEEK - 2016
BREAST FEEDING : A KEY TO SUSTAINABLE DEVELOPMENT.



Dignitaries addressing the audience

The inaugural event was chaired by the Dean TVMCH Dr Sithy Athiya Munavarah MD, Dr.Mohammed Thamby Former Professor of Pediatrics inaugurated the week long celebrations in the presence of the

Medical Superintendent Dr Elangovan Chellappa and Dr.TRR Anandi Shri, Professor of Pediatrics and Other doctors and nursing personnel attended the event.

This was followed by a awareness session in the pediatric OPD with poster presentations by the Medical undergrad students organized by the faculty members of the department.



“they came they drew and they conquered”

DAY 2: Painting Competition

Nursing mothers attending the TVMCH Pediatric Medicine OPD were taken through a health education session by the nursing students, Pediatrics team lead by Dr. TRR Anandi Shri. This was followed by a painting competition for the Nursing students. The best drawing was judged by a panel of doctors and given a prize. A public display of the paintings was also organized.



DAY 3: Public Awareness Campaign

The Dean & Faculty of Pediatrics were present. The Nursing students conducted a folklore drama & dance program on breast feeding and its advantages. The social awareness theme presented by the nursing students was welcome. Rotary Assistant Governor Shri. Balasubramanian and other members of the

Rotary Club of Tirunelveli Central attended and distributed leaflets about the advantages of breastfeeding to the public attending the hospital.



Public Awareness Campaign



DAY 4: Mayor of Tirunelveli presents gifts



food items were distributed to mothers. The event was chaired by the Dean, Dr Sithy Athiya Munavarah. The Medical Superintendent Dr Elangovan Chellappah was presented. Dr.Elangovan, RMO and Professor of OBG Dr. Sujatha Alagesan and other doctors, nurses and others participated. This was followed by a Quiz program for the Medical Students .



On the fourth day of the celebrations Tirunelveli Corporation Mayor Worshipful Mrs E Bhuvaneshwari and President of the Inner Wheel Club of Tirunelveli Mrs. Kanchana and other members of the club attended. Nutrient-rich

DAY 5: Quiz for Nursing Students

Fifth day of the celebration was associated with a nurse training program and a Quiz Program for Nursing students.



DAY 6: Public Awareness & Mini Rally

On the 6th day of celebrations saw the medical students distribute pamphlets on breast feeding to the Auto Drivers, Shopkeepers and Customers with news on advantages of Breast Feeding & disadvantages of Bottle Feeding.

This was followed by a mini-rally in the hospital campus to create awareness of the effects of breastfeeding. This was flagged off by the Dean Dr Sithy Athiya Munavarah.





World Breastfeeding Week

1 - 7 August 2016

Breastfeeding: A key to
Sustainable Development

**ORGANIZED BY DEPARTMENT OF PEDIATRICS
TIRUNELVELI MEDICAL COLLEGE & HOSPITAL
TIRUNELVELI, TAMILNADU**

Online Editor
Dr.K.Shantaraman MD



DAY 7: Villu-pattu & Conclusion

World Breastfeeding Week" celebrations had a grand closing on 7th August 2016. Dr Kumaraguru Senior Pediatrician in the city was the Guest. Dr Sithy Athiya Munavarah , Dean presided. Medical Superintendent of the hospital Dr.Elangovan Chellappa was present. Dr. Thirumalai Kolundhu, Former Secretary IAP and Dr. Jawahar Rajkumar, the present Secretary were present. Medical students and student nurses attended the event. Vice Principal Dr.S.M.Kannan, Dr.Krishnaleela, were also present.

Students of the Nursing School presented a villupattu on "Breastfeeding is a Nectar". Mr. Selvan, Nursing tutor conducted the proceedings.

