

TAMIL NADU

Rally, contests form part of awareness campaign on breastfeeding



STAFF REPORTER

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Arockiam, DSP, Vellore and Sunil Chandy, CMC director flag off the rally

About 350 medical practitioners, nursing students and staff took out a rally here on Monday to spread awareness on breastfeeding.

The rally was organised as part of the World Breastfeeding Week celebrations by the Indian Academy of Paediatrics (IAP), North Arcot chapter in association with the Christian Medical College (CMC), Vellore, Government Vellore Medical College Hospital, Nalam Medical Centre and other schools of nursing, according to a release.

Participants carried placards and posters stressing the significance of breast milk, its benefits to infants and mothers. The rally that began at the Old Bus Stand ended at the Green Circle.

World Breastfeeding Week was celebrated every year between August 1 and 7 in more than 120 countries. It was being organised by the World Alliance for Breastfeeding Action along with World Health Organisation and UNICEF since 1992 with the goal to promote exclusive breastfeeding for the first six months of life, the release said. The theme for this year was 'Sustaining Breastfeeding Together'.

Arockiam, deputy superintendent of police, Vellore and Sunil Chandy, director of CMC flagged off the rally. Selva Titus Chacko, Dean, College of Nursing, CMC, M. Bhaskar, vice principal of Government Vellore Medical College and Ebor Jacob, president of IAP were present. The Paediatric Medical and Nursing Department, CMC and the IAP also organised a number of academic and social events.

Awareness campaigns were also organised in all maternity, paediatric wards and newborn nursery in the Fort city. The activities included discussions, teaching through posters, puppet show and role plays.

Essay and slogan writing, cartoon drawing and quiz contests were also held.