

# Report on National Virtual CME on Breastfeeding

## Step up for Breastfeeding – Educate and Support



All India Institute of Medical Sciences, Rajkot, INDIA  
Department of Community and Family Medicine



### National CME on Breastfeeding

#### Step up for Breastfeeding - Educate & Support



Date: 4<sup>th</sup> August, 2022

Time: 2 pm to 4:30 pm

*Organized by*

**Department of Community and Family Medicine  
All India Institute of Medical Sciences (AIIMS), Rajkot, INDIA**

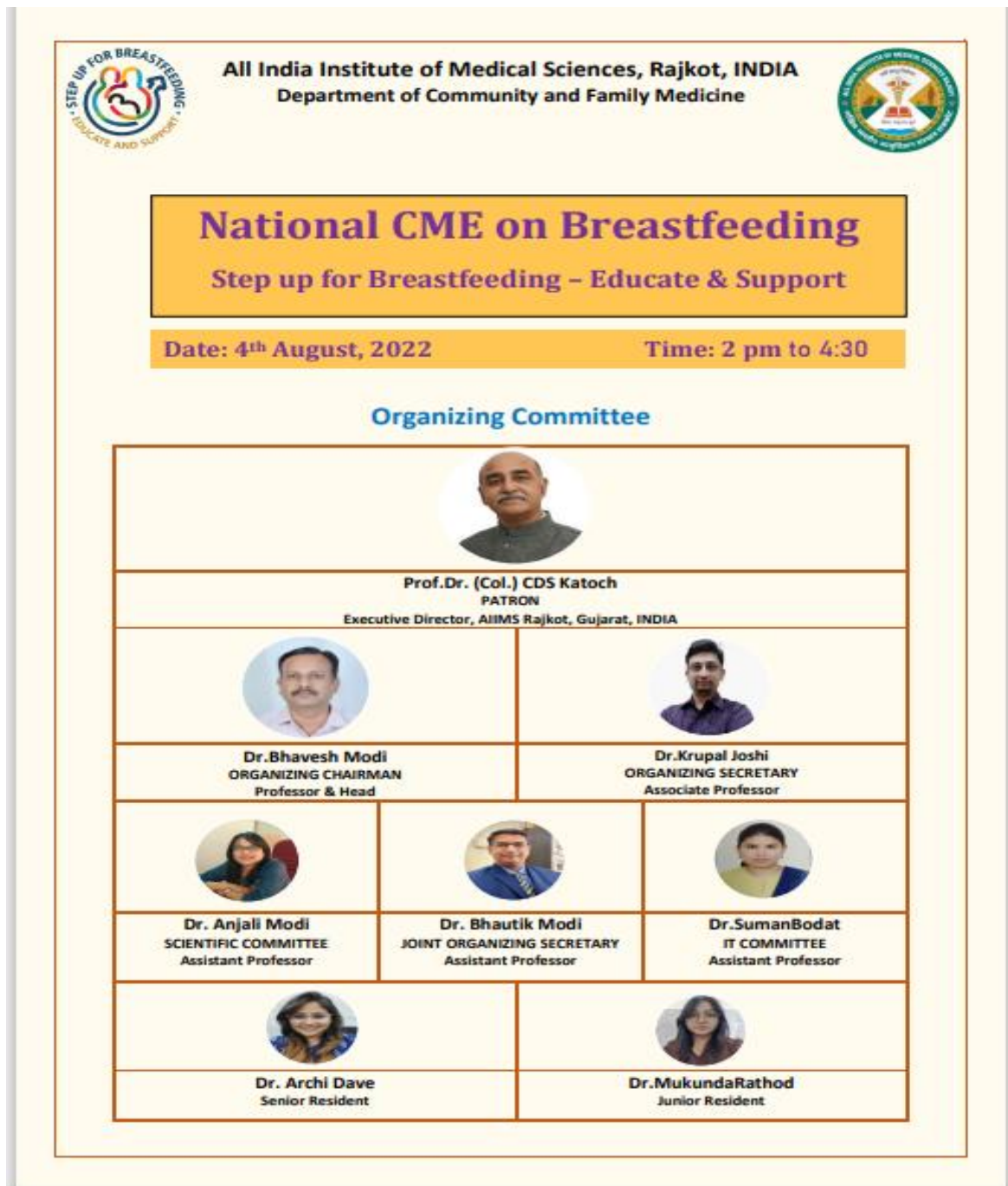
# Report on National Virtual CME on Breastfeeding

National virtual CME on Breastfeeding was organized by the Department of Community and Family Medicine, AIIMS, Rajkot on 4th August, 2022 from 2pm to 4.30pm.

More than 700 registration received from across the India including few international participants.

The theme for World Breastfeeding Week 2022 was “**Step Up for Breastfeeding: Educate and Support.**”

Following is the details of the Organizing Committee from AIIMS, Rajkot:



The poster features the following layout:

- Top Left:** Logo for "STEP UP FOR BREASTFEEDING - EDUCATE AND SUPPORT".
- Top Center:** "All India Institute of Medical Sciences, Rajkot, INDIA" and "Department of Community and Family Medicine".
- Top Right:** AIIMS logo.
- Center:** A yellow box with the text "National CME on Breastfeeding" and "Step up for Breastfeeding - Educate & Support".
- Below Center:** A yellow box with "Date: 4<sup>th</sup> August, 2022" and "Time: 2 pm to 4:30".
- Section Header:** "Organizing Committee" in blue text.
- Committee Members:**
  - Prof. Dr. (Col.) CDS Katoch**, PATRON, Executive Director, AIIMS Rajkot, Gujarat, INDIA (with portrait).
  - Dr. Bhavesh Modi**, ORGANIZING CHAIRMAN, Professor & Head (with portrait).
  - Dr. Krupal Joshi**, ORGANIZING SECRETARY, Associate Professor (with portrait).
  - Dr. Anjali Modi**, SCIENTIFIC COMMITTEE, Assistant Professor (with portrait).
  - Dr. Bhautik Modi**, JOINT ORGANIZING SECRETARY, Assistant Professor (with portrait).
  - Dr. Suman Bodat**, IT COMMITTEE, Assistant Professor (with portrait).
  - Dr. Archi Dave**, Senior Resident (with portrait).
  - Dr. Mukunda Rathod**, Junior Resident (with portrait).

# Report on National Virtual CME on Breastfeeding

Adequate breastfeeding is the key to decrease mortality and to improve nutrition especially in the post-pandemic phase among under 5 children. The CME was inaugurated by Dr. Vivek Sharma, (I/C) Dean Academic and Dr Bhavesh Modi, Organizing Chairman and HOD, Department of Community and Family Medicine, AIIMS, Rajkot. They emphasized the role of exclusive breastfeeding to protect, promote and support child development with adequate, appropriate complementary feeding.

Details of the sessions and speakers:

Time	Session	Speakers
2:00 pm to 2:10 pm	<b>Inauguration session</b> Welcome address  Objectives of the CME  Keynote Address by Chief Guest	<b>Dr. Bhavesh Modi</b> Organizing Chairman  <b>Dr. Vivek Sharma</b> (I/C) Dean Academics AIIMS Rajkot  <b>Prof. Dr. (Col.) CDS Katoch</b> Executive Director AIIMS Rajkot
2:10 pm to 2:20 pm	Perspective and Relevance of World Breastfeeding Week Theme " Step up for Breastfeeding – Educate & Support"	<b>Dr. Bhavesh Modi</b> Professor & Head Dept. of CFM, AIIMS Rajkot
2:20 pm to 2:40 pm	Importance of Breastfeeding and Current Scenario.	<b>Dr. Surekha Kishore</b> Executive Director AIIMS Gorakhpur
2:40 pm to 3:00 pm	Positioning, Attachment and other key features for proper breastfeeding	<b>Ms. Kavita Sharma</b> Nutrition Specialist UNICEF
3:00 pm to 3:20 pm	Challenges encounters while promotion of breastfeeding in different scenarios.	<b>Dr. Ketan Bharadva</b> President, IYCF IAP
3:20 pm to 3:40 pm	Baby Friendly Hospital Initiative (BFHI)	<b>Dr. Prashant Gangal</b> BPNI Maharashtra Chapter
3:40 pm to 3:55 pm	Efforts & Role of IAPSM on promotion of Breastfeeding	<b>Dr. Purushottam Giri</b> Secretary General IAPSM
3:55 to 4:15 pm	Policy Directions for promotion of breastfeeding	<b>Dr. Sila Deb</b> DC (Child Health) MoHFW, Govt. of India
4:15 to 4:25 pm	Q/A session	<b>Dr. Bhautik Modi</b> Joint Organizing Secretary
4:25 to 4:30 pm	Vote of thanks	<b>Dr. Krupal Joshi</b> Organizing Secretary



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## Session 1: Perspective and Relevance of World Breastfeeding Week Theme

**Speaker: Dr Bhavesh Modi, Professor & Head, Dept. of CFM, AIIMS, Rakot**

The first session was on the perspective and relevance of world breastfeeding week theme which was taken by Dr Bhavesh Modi, who explained how nutrition



**Dr. Bhavesh Modi, Professor & Head,  
Dept. of CFM, AIIMS Rajkot & Dr  
Umed Patel NMC Observer**

is cross cutting for all SDG 2030 goals and why it is important to celebrate world breastfeeding week annually. He briefed about the three important pillars of breastfeeding - i) Early initiation of breastfeeding within one hour of birth, ii) Exclusive breastfeeding for first six months and iii) Introduction of nutritionally adequate and safe complementary food at 6 month with continued breastfeeding up to 2 years and beyond. He also briefed about the STEP up approach and the concept of first 1000 days.

## Session 2 : Importance of breastfeeding and current scenario

**Speaker: Dr Surekha Kishore, Executive Director, AIIMS Gorakhpur**

The second session was on importance of breastfeeding and current scenario by



**Dr Surekha Kishore, Executive Director,  
AIIMS Gorakhpur**

Dr Surekha Kishore, Executive Director, AIIMS, Gorakhpur took session. She presented detailed scientific evidences to explain benefits of breastfeeding to infants, older children, mothers, families and also to the society. Madam have also discussed about the current scenario of breastfeeding - globally, India and among different states of India including National Family Health Survey and other data bases and emphasised importance of breastfeeding.

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## Session 3 : Positioning, Attachment and Other key features for proper breastfeeding

**Speaker: Mrs. Kavita Sharma, Nutrition Specialist, UNICEF**

The third session was on Positioning, Attachment and other key features for



**Mrs. Kavita Sharma,  
Nutrition Specialist, UNICEF**

proper breastfeeding taken by Mrs. Kavita Sharma, Nutrition specialist from UNICEF India. She explained about importance of positioning and proper attachment while breastfeeding – for normal delivery and also for C-section delivery. She also presented various different clinically challenging scenarios with solution for promotion of adequate breastfeeding in India scenario.

## Session 4: Challenges encounters while promotion of breastfeeding in different scenarios.

**Speaker: Dr Ketan Bharadva, President, IYCF IAP**

Fourth Session on challenges encountered while promotion of breastfeeding in



**Dr. Ketan Bharadva President  
IYCF IAP**

different scenarios were discussed by Dr Ketan Bharadva , who is President of Infant and Young Child Feeding (IYCF) chapter of Indian Academy of Paediatrics (IAP). He explained the importance of zero separation, concepts of rooming in & bedding in and then different levels of interventions which can be taken to improve knowledge, attitude & practices of breastfeeding & complementary feeding.

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## Session 5: Baby Friendly Hospital Initiative (BFHI)

**Speaker: Dr Prashant Gangal, BPNI Maharashtra chapter**

Fifth session on Baby Friendly Hospital Initiatives (BFHI) was presented by Dr



Prashant Gangal, from Maharashtra BPNI. Dr Gangal shared his vast experience in the field including Mothers Absolute Affection (MAA). he also explained ten steps to successful breastfeeding, importance of maternity services and process of making hospital baby friendly. He also shared role of BPNI Maharashtra for the development and assessment of BFHI & MAA.

**Dr. Prashant Gangal**

**BPNI Maharashtra chapter**

## Session 6: Efforts & Role of IAPSM on promotion of breastfeeding

**Speaker : Dr Purushottam Giri ,Secretary General IAPSM**

Sixth session on role of IAPSM for promotion of breastfeeding was presented



by Dr Purushottam Giri, Secretary General IAPSM. He explained the role of IAPSM for the quality in provision of MIYCN services. He also explained future endeavors of IAPSM in which he explained about program for families, how to provide mother to mother support, community based organizations, maternity care, care from hospital to community & lactation support at workplaces.

**Dr Purushottam Giri ,Secretary General  
IAPSM**



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## Session 7: Policy Directions for promotion of breastfeeding

**Speaker: Dr Shila Deb, I/C Nutrition Division, MoHFW, Government of India**

Seventh session on Policy Directions for promotion of breastfeeding was



presented by Dr Shila Deb, In-charge, Nutrition Division, Ministry of Health and Family Welfare, Government of India. she explained about brief status of breastfeeding & other IYCF practices in India, brief status of breastfeeding at states and UTs, critical observation based on NFHS-5 data & priorities for breastfeeding during covid-19 & MoHFW policy initiatives for promotion of breastfeeding & other IYCF practices in which she explained about Nationwide programme for promotion of breastfeeding.

**Dr. Shila Deb , In-charge, Nutrition Division,  
MoHFW, Govt. of India**

## Session 8: Question Answer Session

Last session was on open question answer that was conducted by Dr Bhautik



Modi, Joint Organizing Secretary, Department of CFM. AIIMS, Rajkot. Participants asked questions regarding reasons for cracked nipple and feeding practices in the condition like cleft lip. Subject experts answered the questions. Dr Ashok Bhardwaj, senior faculty from IAPSM suggested MoHFW, Government of India officials to explore involvement of

Medical College faculties for such important National Health Programs. He shared experience of National Tuberculosis Control Program task force to all.

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Vote of Thanks for delivered by Dr Krupal Joshi, Organizing Secretary, Department of CFM, AIIMS, Rajkot.

Dr Anjali Modi, Scientific Committee, Department of CFM facilitated all sessions as Master of Ceremony. Dr Suman Bodat, IT Committee, Department of CFM facilitated virtual CME through zoom platform. Dr Archi Dave, Senior Resident, Dr Mukunda Rathod actively contributed for successful outcome of



all aspects of the CME. Mr Ketan, MSW and Mr Sagar, Clerk from Department of CFM provided necessary administrative support for the CME.

All the speakers and delegates were provided the e-certificate of participation with credit hours as per approval of the Gujarat Medical Council.



We thankful to esteem speakers for sharing their valuable knowledge and participants from all over the globe for active participation in National virtual CME on breastfeeding.