



Banarsidas Chandiwala Institute of Physiotherapy

AFFILIATED TO G.G.S.INDRAPRASTHA UNIVERSITY

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WORLD BREASTFEEDING WEEK

1-7 AUGUST 2023

World Breastfeeding Week is held annually in the first week of August (1-7 August) and is supported by WHO, UNICEF and many Ministries of Health and civil society partners. This year's theme will focus on breastfeeding and work "Let's make breastfeeding and work, work!", providing a strategic opportunity to advocate for essential maternity rights that support breastfeeding – maternity leave for a minimum of 18 weeks, ideally more than 6 months, and workplace accommodations after this point. These are urgent issues for ensuring women can breastfeed as long as they wish: more than half a billion working women are not given basic maternity provisions; many more find themselves unsupported when they return to work. WHO will use the week to champion best practices for workplace-related breastfeeding support, in different countries, across different contract types and sectors, and promote actions that can be taken to help ensure breastfeeding works for all women who work, wherever they work.

With the same objective Banarsidas Chandiwala Institute of Physiotherapy has spread general awareness about the importance of breastfeeding by sharing E-posters and video messages by Dr. Shalini Singh (Sr. Consultant, MBBS, MD, FMAS, (OBS & Gynae), Banarsidas Chandiwala Institute of Medical Sciences) on different social media platforms.

Through the E-posters, we are spreading awareness to support & educate mothers about breastfeeding, the importance of breastfeeding, myths and facts about breastfeeding, and to promote breastfeeding at the workplace.

In the video message, Dr Shalini Singh (Sr. Consultant, OBS & Gynae) highlighted the key points of breastfeeding benefits, challenges working mothers face, creating a breastfeeding-friendly workplace, and empowering mothers for breastfeeding.



WORLD BREASTFEEDING WEEK CAMPAIGN (1-7 AUGUST, 2K23)

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31 views 3 weeks ago BANARSIDAS CHANDIWALA INSTITUTE OF PHYSIOTHERAPY
Celebrating World Breastfeeding Week with a mission to make Breastfeeding and work, work! 🙌 Because motherhood and career can beautifully coexist – let's nurture both with love and determination! ❤️👊 Empowering moms, one latch at a time! #WorldBreastfeedingWeek #BreastfeedingAndWork #EmpoweredMoms #NurturingPassions* #bcip #ggspu #worldhealthorganization #g20 #unicef ...more

BanarsidasChandiwala Institute of Physiotherapy
August 3 at 5:18 PM

Making breastfeeding at work, work, makes societies work! Breastfeeding provides vital health and nutritional benefits for children with positive lifelong impacts, building healthier populations – and workforces – for the future. 🙌
#worldhealthorganization #worldbreastfeedingweek #unicef #healthylifestyle #workculture



Nidhi Sharma Kalra, Kavita Tushar Goel and 2 others 1 share

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August 4 at 3:07 PM

"Empowering Supermoms: Nourishing Our Future, One Feed at a Time!"
#worldhealthorganization #worldbreastfeedingweek #unicef #health



Nidhi Sharma Kalra and 2 others 1 share

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BanarsidasChandiwala Institute of Physiotherapy
 August 5 at 6:15 PM
 "Empowering the Heart of Motherhood: Let's Stand Together to Educate and Promote Breastfeeding for a Healthier Future."
 #WorldHealthOrganization #WomensEmpowerment #WorldBreastfeedingWeek #Unicef



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BanarsidasChandiwala Institute of Physiotherapy
 August 6 at 6:03 PM
 World Breastfeeding week



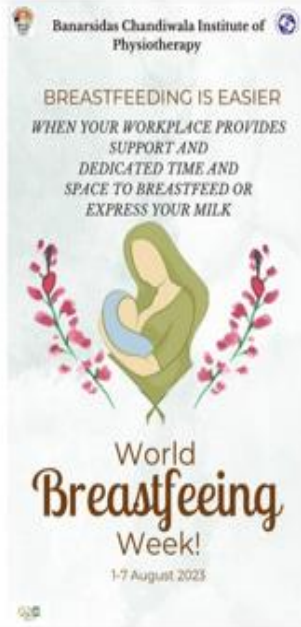
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BanarsidasChandiwala Institute of Physiotherapy is at Banarsidas Chandiwala Institute of Physiotherapy
 August 1 at 5:50 PM · Delhi
 Celebrating World Breastfeeding Week with a mission to make Breastfeeding and work, work! Because motherhood and career can beautifully coexist - let's nurture both with love and determination!
 "Empowering moms, one latch at a time!"
 #WorldBreastfeedingWeek #BreastfeedingAndWork #EmpoweredMoms #NurturingPassions



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BanarsidasChandiwala Institute of Physiotherapy is at Banarsidas Chandiwala Institute of Physiotherapy
 August 2 at 2:56 PM · Delhi
 Together, let's empower mothers to help create a more breastfeeding-friendly world.
 #WorldHealthOrganization #WorldBreastfeedingWeek #Unicef #bcip #ggsipu



Nidhi Sharma Kalra, Kavita Tushar Goel and 2 others
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