



**INNERWHEEL CLUB OF
COIMBATORE**
Dist 320



**BREASTFEEDING AWARENESS WEEK
AUGUST 1st -7th**



**STEP UP FOR BREASTFEEDING, EDUCATE AND
SUPPORT**

**BREASTFEEDING AWARENESS CAMPAIGN AUGUST 2022-23
STEP UP FOR BREASTFEEDING , EDUCATE AND SUPPORT
BFA DAY-1**

AUGUST 1st MONDAY :TIME 10.45 am Monday Breastfeeding Awareness Program at MASONIC MEDICAL CENTRE FOR CHILDREN .Chief Medical Officer Dr Krishnaswamy ,Staff and Nursing Students gave lectures on the BFA Program.Stalwarts of our club Dist Editor Shanthi Rajsekar,Past Dist Chairman Anitha Srinivas presided. HEALTHY BABY CONTEST For Toddlers was conducted and a Panel of Doctors selected 7 Healthy Babies, Gifts and Nutri Hampers were distributed.Doctors and Nursing were Honored with Momentos.PP Usha Thirugnanam organized and Past Presidents and members attended the project good numbers.



BFA- DAY2

**AUGUST 2nd TUESDAY :TIME 9.30 am Tuesday
SRI RAMALINGA SOWDAMBIGAI COLLEGE OF
ARTS AND COMMERCE Awareness Program
“Thousand Days of Life” on PERSONAL
HYGIENE for Girls n Women, benefits of
Breastfeeding was explained by DR Lakshmi
Shanthi from PRIMARY HEALTHY CENTRE P N
Pudur.Power point presentation and
interactive session was conducted.Sanitary
pads were distributed to the College
Students.A new sewing Machine will be
handed to a deserving student representing
the theme WE CARE**



BFA-DAY 3

AUGUST 3rd WEDNESDAY : TIME 10.30 am Wednesday

Distribution of 43 NUTRI HAMPERS to mothers at Primary Health Centre PN Pudur. Baby shower was done for 4 pregnant ladies with Turmeric,kumkum,bangles, flowers and sweets in the presence of Dr Lakshmi Shanthi and Nursing staff.

At 12pm noon distributed 35 Nutri Hampers to the mothers of Newborn babies and also organized Baby Shower function for 8 pregnant ladies in the presence of Dr Preetha and Nursing Staffs at the cost of Rs 15,000/-. The Nutri Hamper consists of Dates,Jaggery,चना,Ragi flour,Roasted groundnut and split chana dal.

Feed the Hunger project : Sponsored by Nimala Kasturi on 3rd August at imayam welfare Association food was provided for 30 destitute women and children who are abandoned by their families ,Breast feeding awareness program was conducted ,Discussion and interaction was held for the inmates



BFA-DAY 4

RALLY AT ESI HOSPITAL

AUGUST 4th THURSDAY :TIME 10 am BFA Awareness RALLY at ESI HOSPITAL CAMPUS.Hospital Dean, Doctors , Medical Students and Staffs marched with placards and banners with BFA Slogans.

The Hospital Dean gave a lecture on awareness and benefits of BFA .Sudha Karthikeyan sponsored 20 Baby Dresses ,2 Tricycle.15 Nutri Hampers were distributed at the cost of Rs 7000/. The project was identified by PP Nirmala Nandakumar.Our PP Meena wahan gave breakfast for Our members who attended the Project.



BFA -DAY 5

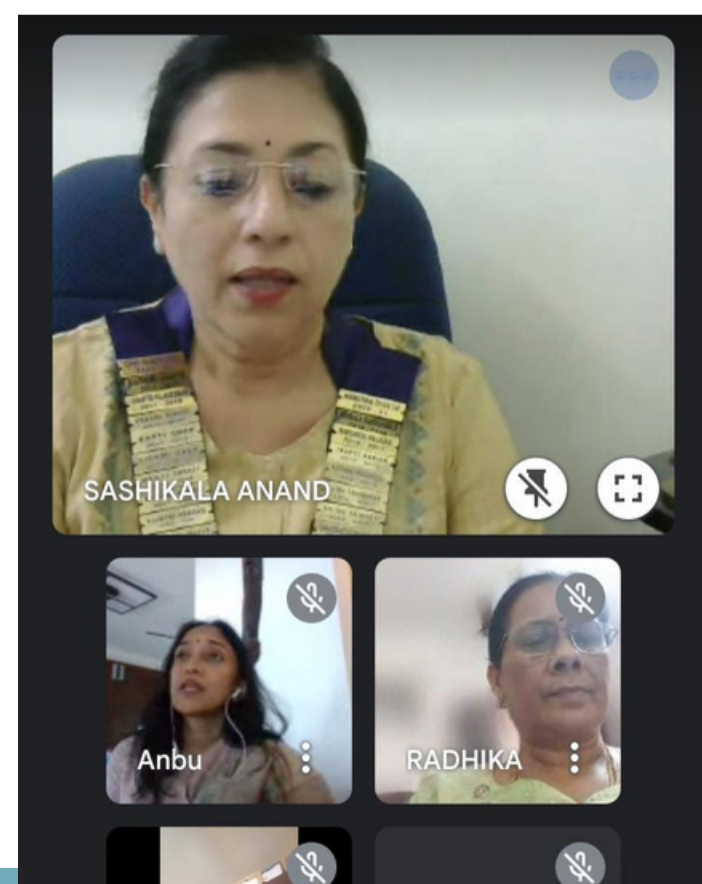
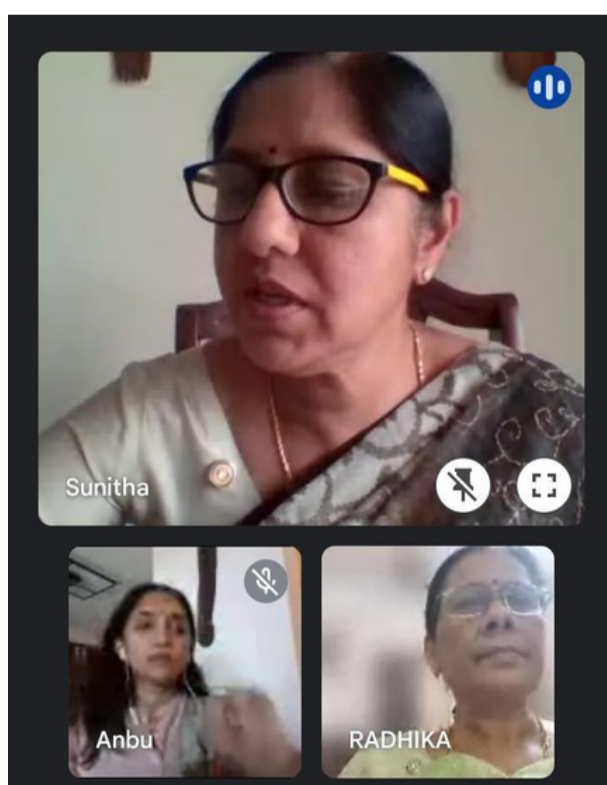
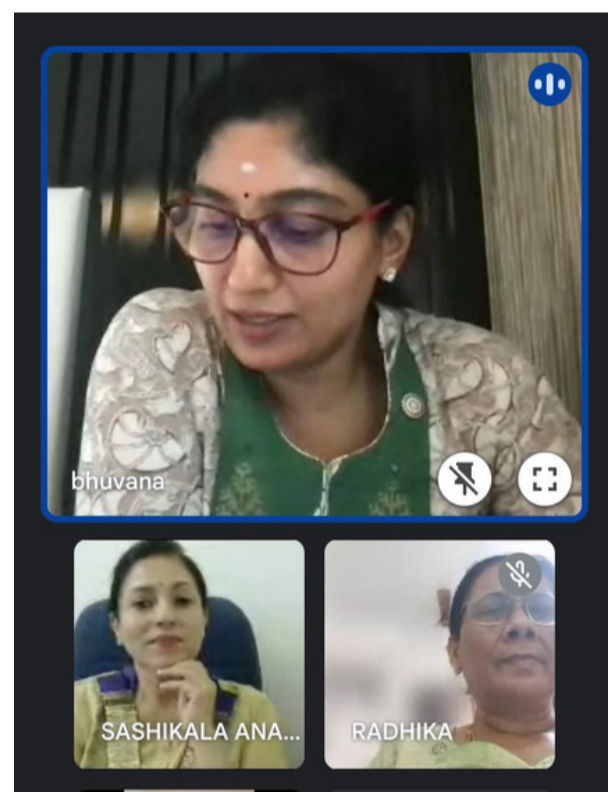
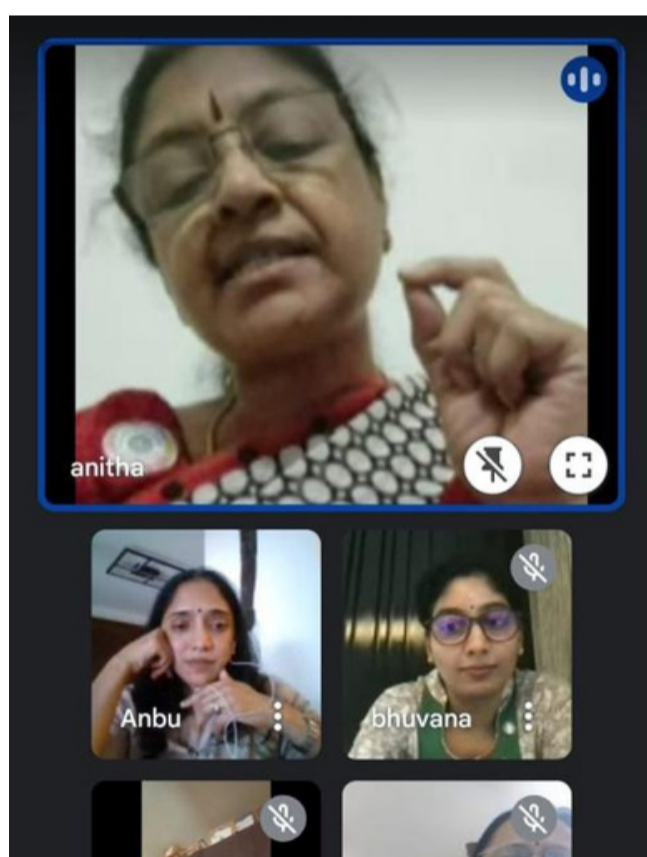
**AUGUST 5TH FRIDAY :Feed the Hunger project:
Food was provided to 30 destitute women and children who are abandoned by their families at imayam welfare association Breast feeding awareness was conducted and Personal hygiene was also discussed .Food Sponsored by K P Shanthi**



BFA-DAY 6

Lecture on Cancer Vaccination and Precautionary measures during feeding Mothers Google Meet

AUGUST 6th Saturday :Dr Anbu Subbaiyan Oncologist gave lecture on Cancer Vaccine & Hygiene Awareness for Feeding Mothers at 5.30pm through Google Meet. This project was initiated by Vice President Bhuvana Satish. 34 members attended the meeting which was very informative and useful the session was for one hour and thirty minutes.



Dr Anbu Subbiayan Oncologist
was honoured with momento



NUTRI HAMPERS

Nutri hampers consist of jaggry, chana dhal, roasted gram dhal, ragi, roasted ground nuts, dates



INNER WHEEL CLUB OF COIMBATORE : Breast Feeding Awareness Campaign August 2022

Step Up for Breastfeeding, Educate and Support an overwhelming week was well organised and executed by our club members with the best participation.

Chief Medical officers, Doctors, Medical Students, Dean of ESI Hospital and Teaching Staffs at the College gave support. Our members came forward to sponsor infant dresses , Hampers , Tricycles respectively.

The inauguration at Masonic Hospital, Rally March at ESI, PHC Pudur and PHC Selvapuram, SRS College for girls, Breast feeding and Cancer Google Meet, Lectures at shelter homes with food, distribution of Nutri Hampers to the underprivileged lactating mothers was well covered.

TOTAL AMOUNT of the project Rs 64,000/-

The beneficiaries were:

100 feeding mothers underprivileged

300 teenage girl students at the rural College

100 Nutri Hampers to all the pregnant women at primary health centre

65 Teaching staff at rural College

20 pregnant women from low social economic status got baby shower

our Club BFA week was well covered in our city News channels for publicity.

President
Sashikala Anand

Secretary
Radhika paramesh

STEP UP FOR BREASTFEEDING, EDUCATE AND SUPPORT



*Thank
you!*