

Caption- “World Breast Feeding Week 2026: Outreach Activities”

Under the guidance of Prof. (Dr.) Ratan Gupta, Executive Director, AIIMS Bathinda, and the leadership of Prof. (Dr.) Rakesh Kakkar, Head, Department of Community and Family Medicine (CFM), the Department of Community and Family Medicine, AIIMS Bathinda, successfully observed World Breastfeeding Week 2026 from 1st to 7th August 2026 through a series of community-based outreach and health awareness activities. Aligned with this year's theme, "Breastfeeding for a Sustainable Start in Life: Strengthen What Works," the week-long program was conducted at the OPD Service Area of AIIMS Hospital (Day 1), Urban Health Training Centre (UHTC), Lal Singh Basti, (Day 2) Rural Health Training Centres (RHTCs) at Sangat (Day 3) and Badal (Day 4) Anganwadi Centre, and Jai Singh Wala Sub-centre. The activities comprised health awareness talks, interactive myth-busting sessions, breastfeeding counselling, Nukkad Natak for frontline health workers, and the inauguration of a Breastfeeding Corner at RHTC Badal to promote mother-friendly breastfeeding support. The program actively engaged ASHAs, ANMs, LHVs, Anganwadi Workers, healthcare staff, pregnant women, lactating mothers, family members, patients, and attendants. In addition, poster, slogan, and reel-making competitions were conducted to encourage creative students and participants. The Day-wise activities Images are lined below:

Day 1





Day 2





Day 3





Day 4





