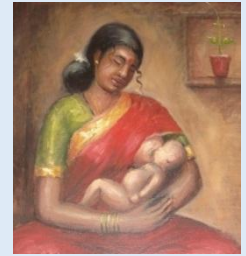




Launching “Bonding Angel” Program - A JIPMER Initiative



Initiating breastfeeding within one hour of delivery is an evidence-based high-impact intervention for improving neonatal survival. According to NFHS-4, only 41.6% of neonates are breastfed within one hour of birth. Despite 80% of the deliveries are institutional, early initiation of breastfeeding is suboptimal in the country. **Bonding Angel Program is a combined initiative by Departments of Neonatology, Obstetrics & Gynecology and Nursing College, JIPMER to improve early initiation of breastfeeding.** A dedicated female nursing student (Bonding Angel) will bring the mother and baby together after delivery and initiate breastfeeding at the earliest. She will also ensure correct position and attachment during breastfeeding. By this program postnatal mothers and nursing students will be sensitized for early initiation of breastfeeding and this will have a positive impact on the hospital personnel and the community.

This program will be launched on **27th September 2018 (10 am) in CLR, JWCH.** The agenda will be as follows:

Welcome address	Dr. Adhisivam B, HOD, Neonatology
Special comments	Dr. Papa Dasari, HOD, Obstetrics & Gynecology Dr. Kumari MJ, Principal, Nursing College
Chief guest address and distribution of Bonding Angel badges	Dr. Ashok Shankar Badhe, Medical Superintendent
Vote of Thanks	Dr. Sindhu S, Assistant Professor, Neonatology

All faculty, staff and students are welcome.