World Breastfeeding Week (WBW), observed from August 1 to 7, aims to globally encourage breastfeeding and protect the health of the mother and baby in more than 170 countries to promote breastfeeding and improve infant health. The status of breastfeeding practices in India needs immediate attention as rate of initiation of breastfeeding within one hour of birth is 57% while exclusive breastfeeding rate remains about 58%. Hence, World Alliance for Breastfeeding Action (WABA) coordinates World Breastfeeding Week activities with the support of a network of individuals and organizations. The effort, which was initiated in 1992 by WHO and UNICEF, is now recognized annually. The theme for World Breastfeeding Week 2022 is “Step Up for Breastfeeding: Educate and Support,” to raise breastfeeding awareness of the value of breastfeeding and elevate it to the level of a public health obligation by encouraging organizations and countries to develop measures to safeguard breastfeeding.

Arunai Medical College and Hospital with the support of our Dean, Dr. D. Gunasingh, Medical Superintendent, Dr. P. Kuppuraj and Dr. A. Balaji, Professor and Head of Community Medicine department celebrated the World breast feeding week in our college. Before the celebration of the programme, Dr. A.Balaji and Dr. Laishram Sanjana (Senior Resident, Department of Community Medicine) conducted a model preliminary quiz on breastfeeding for the nursing final year students on July 28, 2022 at 11 a.m in the nursing college. A total of 51 students participated in the programme. They were divided into 17 teams of three students each. A set of questionnaires consisting of seven MCQs and three open questions were distributed to each team. A duration of 15 minutes was given to the teams for completing the questionnaires provided to them. The questions were corrected on spot and marks were tallied accordingly. The instructor then announced four teams which scored the highest marks.

The students participated well in the quiz session. After the session, the participants expressed their feedback that it was very useful and beneficial.
Preliminary quiz program on world breastfeeding week celebration
Final quiz programme on “World Breastfeeding week celebration, 2022”

Following the preliminary round, the main quiz competition was conducted on August 4, 2022 in the Auditorium of Arunai Medical College and Hospital at 9 a.m. Our quiz master, Dr. A. Balaji in the presence of our Dean and other faculties conducted the quiz program. Four teams of students (Team A, Team B, Team C and Team D), each consisting of three members participated in the quiz competition.

Team A: M. Elavarasi, S.D. Deepalakshmi, S. Meena
Team B: K. Abinaya, K. Kaviya, V. Saraswathi
Team C: S. Gowri, K. Hariyani, P. Jasmine
Team D: K. Roja, K. Ruthra, G. Kokila

The entire competition consisted of five rounds:

Round 1: Multiple choice question
Round 2: Visual round
Round 3: world of Acronym
Round 4: Visual round
Round 5: Rapid Fire round

For rounds 1 to 4, each correct answer was given 10 marks (to be answered in 30 seconds) and an additional 5 marks for answering any passed question (to be answered in 10 seconds).

For the Rapid Fire Round each team was provided a chance to answer a set of 7 questions in 1 minute with each correct answer carrying 5 marks. There was no passed questions to another team for this round.

Audience questions were also projected in between each round where the audience were given opportunity to answer the questions.

The rules and regulations to be followed by all the participants in each round were explained and projected in power point by the quiz master. The scorer tallied the marks
scored by each team and the final winner of the quiz was announced as decided by the quiz master. Team A was the winner of the competition and team C was the runner up. Prizes were distributed to the winner teams.

**Quiz master explaining rules and regulations of the competition**
Round 1: Multiple choice question
Round 2 and 4: Visual round
Round 3: World of Acronym

Audience questions
Round 5: Rapid Fire round

- Teams to attempt maximum questions in 1 minute
- 5 marks for each correct answer
- First said answer will be taken as the final answer
- No negative marks