

West Bengal Academy of Pediatrics

Society Regd. No. 57747 (WB Act XXVI / 1961) & Public Trust Act Regd. No. 8496/3989

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29th July 2020

Subject: World Breastfeeding Week 2020

Dear Member

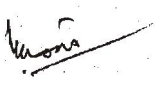
As you all are aware that World Breastfeeding Week is observed every year from 1-7 August. We have been observing it in a big way for almost last 3 decades with a particular theme for every year. The theme for the year 2020 is - Support breastfeeding for a healthier planet.


The prevailing pandemic situation prevents us from organising programs in large scale involving major gatherings which had been a tradition with us for last 3 decades. But still, we can percolate the message to the masses by other means involving the digital platform and virtual messages in the social media. Small gatherings in the hospital level can be organised involving the post natal mothers.

I would earnestly request each one of you to come up with ideas in your own innovative ways and observe WBW 2020 in a befitting way. Just a small appeal. At the end of the week, please send a brief report of the activities undertaken by you with some pictures and videos to WBAP office by mail wbap2013@gmail.com.

Stay safe, stay healthy

Regards


Dr Atul Gupta
President


Dr Madhumita Nandi
Hony, Secretary, WBAP

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