



MADRAS SCHOOL OF SOCIAL WORK

An Autonomous Institution, Accredited with NAAC (A+) Grade

DEPARTMENT OF PSYCHOLOGY
MSc Counselling Psychology

Breast Feeding Awareness Program



SPEAKER: DR. S. SRINIVASAN
PEDIATRICIAN & CHIEF NODAL OFFICER, NICU (Retd)

VENUE: TAG AUDITORIUM

DATE: 06.08.2024

TIME: 3PM

SPEAKER PROFILE



With over 35 years of work experience, our esteemed speaker for the day, Dr. Srinivasan has been the driving force behind establishing 83 SNCU/NICUs in Tamil Nadu. This has led to a significant drop in the infant mortality rate to 13 per thousand. He led in initiation of the first SNCU in the tribal parts of Tamil Nadu. He introduced Kangaroo Mother Care (KMC) at the SNCU level, which has helped babies in forming stronger bonds with their parents. Dr. Srinivasan has aided in establishment of 6 Nutrition Rehabilitation Centre (NRC) in the state. He introduced PCV 13 vaccine throughout state which brought down death by pneumonia in infants. Apart from the introduction of the vaccine, he has been the force behind introducing schemes and programs around the state for the betterment of new mother and new born child. Dr. Srinivasan has been the State nodal officer for Covid-19 & dengue during crisis. Having won the best doctor in the state award in the year 2017 and TN Medical Council award in 2021 for tackling Covid-19, Sir was termed as an excellent mentor for undergraduates and postgraduates. It was truly an honour to have him as the chief speaker for the breastfeeding awareness week.

**MADRAS SCHOOL OF SOCIAL WORK
PG DEPARTMENT OF PSYCHOLOGY
BREASTFEEDING AWARENESS WEEK
CONSOLIDATED REPORT**

In observance of breastfeeding awareness week, the PG Department of Psychology at Madras School of Social Work organised a Breastfeeding Awareness Program on 6th of August 2024 at 3pm in the Tag Auditorium of the college. Aathira from 1st M.Sc. Counselling Psychology kick started the event by giving a brief about the program and the speaker. Dr. Kalyani Kenneth – HOD, Department of Psychology, felicitated the chief guest with a memento.



Dr. Srinivasan started his talk by presenting a few facts and figures about breastfeeding to the crowd. He mentioned that the leading cause of infant mortality is diarrhoea and pneumonia both of which can be avoided if the child is breastfed properly.

He moved on with his address by explaining to the crowd why breastfeeding the child is important within one hour of pregnancy by explaining the importance and nutritional value of colostrum – the first secretion of the mammary glands after birth.

Moving further, Dr. Srinivasan, enlightened the crowd about a labour room scenario at the time of labour.



He elucidated on the physiology of a breast and how the entire process of lactation takes places. He explained how our pleasure hormone- dopamine, plays an important role in control of prolactin which helps in secretion of milk. He also elaborated on the benefits of breastfeeding and how it helps mother and child alike.

During the talk, Dr. Srinivasan called up 2 volunteers from the audience to demonstrate how to hold a baby properly so that the baby is comfortable. He elaborated on how the position of the head and the neck and how we hold it plays a major role in proper breastfeeding for the child. He explained about a technique called the kangaroo mother care, which is a used for preterm babies and explained its benefits.



After his address, he opened the forum for a brief Q&A session where many students posed question to Dr. Srinivasan. He clarified all the doubts regarding pregnancy and breastfeeding the crowd had.

The session came to an end by sir clicking a picture with the audience.



The session was filled with takeaways and learning. From basic physiology to nuanced needs of a child and a mother after pregnancy. The audience found the session very engaging due to the quirky remarks and funny anecdotes presented by the speaker. Dr. Srinivasan left the audience with a lot to think and introspect about and also made sure to emphasise on the role of a psychologist during the entire process. It was a great pleasure having him with us.