BREASTFEEDING

WHY IT MATTERS

BENEFITS OF BREASTFEEDING

1. Babies who are fed nothing but breastmilk from birth through their first 6 months of life get the best start.
2. Exclusive breastfeeding provides babies: the perfect nutrition & everything they need for healthy growth and brain development.
3. Protection from respiratory infections, diarrheal disease, and other life-threatening ailments.
4. Protection against obesity & non-communicable diseases such as asthma and diabetes.

RECOMMENDED ACTIONS

LIMIT FORMULA MARKETING

WHAT? Significantly limit the marketing of breastmilk substitutes.
HOW? Strengthen the monitoring, enforcement and legislation related to the International Code of Marketing of Breastmilk Substitutes.

SUPPORT PAID LEAVE

WHAT? Empower women to exclusively breastfeed.
HOW? Enact six-months mandatory paid maternity leave and policies that encourage women to breastfeed in the workplace and in public.

STRENGTHEN HEALTH SYSTEMS

WHAT? Provide hospital and health facilities-based capacity to support exclusive breastfeeding.
HOW? Expand and institutionalize the baby-friendly hospital initiative in health systems.

SUPPORT MOTHERS

WHAT? Provide community-based strategies to support exclusive breastfeeding counselling for pregnant and lactating women.
HOW? Peer-to-peer and group counselling to improve exclusive breastfeeding rates, including the implementation of communication campaigns tailored to the local context.

SCOPE OF THE PROBLEM

Globally, only 38% of infants are exclusively breastfed.

Protection

Protection from respiratory infections, diarrheal disease, and other life-threatening ailments.

Protection against obesity & non-communicable diseases such as asthma and diabetes.

Enact six-months mandatory paid maternity leave and policies that encourage women to breastfeed in the workplace and in public.

800,000 infant deaths

Suboptimal breastfeeding contributes to 800,000 infant deaths.

WHEN IT MATTERS

BREASTFEEDING

THE GOAL

By 2025, increase to at least 50% the rate of exclusive breastfeeding in the first six months.