


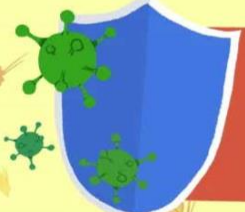
5 INTERESTING FACTS ABOUT BREASTFEEDING




1 Your body is ready to feed your baby from the moment they are born. Colostrum, the first milk, is yellow and thick. It doesn't have much water in it, so your baby only needs a very small amount.

2 During breastfeeding, both you and your baby produce oxytocin, a hormone that lowers stress and anxiety and makes us feel connected.

3 Breastfeeding supports the development of healthy gut bacteria in your baby, setting them up with a healthy immune system for life.



4 Breastmilk contains antibodies that are tailored to help your baby fight infections circulating in your environment.



5 Babies usually breastfeed very frequently in the first few days. The more often your baby breastfeeds in the early days, the quicker your body will start to make more milk.



7 Amazing Benefits of BREASTFEEDING

Breastfeeding promotes bonding between you and your baby.



Breast milk provides the perfect nutrition for your baby.



More sleep for mom, dad and baby.

Especially if you sleep with your baby, you don't need to get up and prepare the milk. Even if dad helps with baby burping and diapering, there are no bottles to deal with. Also, breastfed babies tend to need much less burping after the first few months.



Breast milk is better than formula.

Breast milk has never been recalled as compared to formula milk.



Nursing helps you lose weight faster after baby is born.



Breastfeeding saves you money.



Breast milk boosts brain development.





BREASTFEEDING | THE GOAL

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

WHY IT MATTERS

BENEFITS OF BREASTFEEDING



Babies who are fed **nothing but breastmilk** from birth through their first 6 months of life get the **best start**



Exclusive breastfeeding provides babies: **the perfect nutrition** & everything they need for healthy growth and brain development



Protection

from respiratory infections, diarrhoeal disease, and other **life-threatening ailments**



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



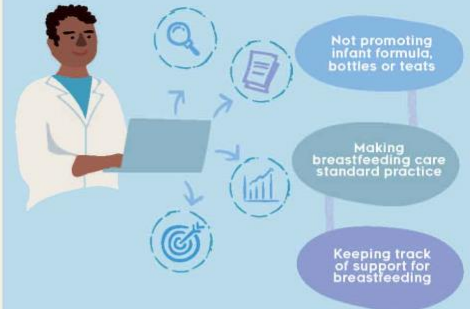
Suboptimal breastfeeding contributes to **800,000** infant deaths



The TEN STEPS to Successful Breastfeeding

1 HOSPITAL POLICIES

Hospitals support mothers to breastfeed by...



2 STAFF COMPETENCY

Hospitals support mothers to breastfeed by...



3 ANTENATAL CARE

Hospitals support mothers to breastfeed by...



4 CARE RIGHT AFTER BIRTH

Hospitals support mothers to breastfeed by...



5 SUPPORT MOTHERS WITH BREASTFEEDING

Hospitals support mothers to breastfeed by...



6 SUPPLEMENTING

Hospitals support mothers to breastfeed by...



7 ROOMING-IN

Hospitals support mothers to breastfeed by...



8 RESPONSIVE FEEDING

Hospitals support mothers to breastfeed by...



9 BOTTLES, TEATS AND PACIFIERS

Hospitals support mothers to breastfeed by...



10 DISCHARGE

Hospitals support mothers to breastfeed by...



MANY WOMEN DO NOT BREASTFEED FOR AS LONG AS THEY WOULD LIKE

TO MAKE BREASTFEEDING WORK, WE NEED:



Trained health workers providing breastfeeding counselling during pregnancy, at birth, and for the next two years.



Paid time off for breastfeeding or providing breastmilk after returning to work.



Adequate paid parental leave after the birth of a baby.



Investment in breastfeeding support programmes.



Partners and families to support and encourage the breastfeeding mother.



Protection from formula marketing that undermines confidence in breastfeeding.





BREASTFEEDING IS STILL IMPORTANT AFTER YOUR BABY TURNS ONE.

Breastmilk continues to provide **important nutrients** for as long as your baby continues breastfeeding.

Babies who breastfeed into the second year and beyond are **less likely to become overweight.**

Breastfeeding helps your baby fight off infections and builds a **stronger immune system.**

BREASTFEEDING IS GOOD FOR MOTHERS TOO.

It reduces your risk of breast and ovarian cancers, type 2 diabetes and cardiovascular disease.

The longer you breastfeed the more these risks are reduced.