








Breastfeeding

Exclusive Breastfeeding is feeding nothing but breastmilk and prescribed medication for the 1st six months of life

-  Exclusively breastfed babies get the best start
-  Exclusive breastfeeding provides the perfect nutrition and everything they need for healthy growth and brain development
-  Pumping and expressing breastmilk and feeding from other devices other than the breast is also considered exclusive breastfeeding
-  Protection from respiratory infections, diarrhoeal disease and other life-threatening ailments
-  **Protection against obesity and non communicable diseases such as asthma and diabetes**

THE GOAL:

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

SCOPE OF THE PROBLEM



Globally, only **41% of infants** are exclusively breastfed



Improper infant feeding practices contributes to more than **800,000 infant deaths**

Countries lose more than **\$300 billion** annually because of low breastfeeding rates



Recommended Actions:

Support Mothers

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

Workplace Support

- Empower women to exclusively breastfeed
 - Enact six-months mandatory paid maternity leave and policies that encourage women to breastfeed in the workplace and in public
 - Create a breastfeeding friendly workplace environment to allow for breastmilk pumping and storage

Strengthen Health Systems

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

Limit Formula Marketing

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

Scan the QR code to learn more about the Global Health Advocacy Project



Source: World Health Organization