



# BREASTFEEDING | THE GOAL

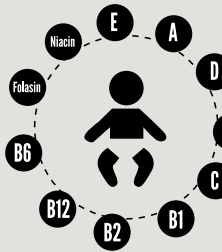
By 2025, increase to at least 50% the rate of exclusive breastfeeding in the first six months

## WHY IT MATTERS



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



Updated October 2018

## 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

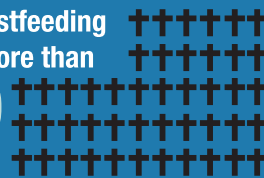


## SCOPE OF THE PROBLEM

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



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



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

