



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

