

BREASTFEEDING CONTRIBUTES TO LISTEN. SUPPORT. EMPOWER.

Improved survival

Protection from infectious diseases

Optimal nutrition

Healthy brain development

Reduced lifetime risk of obesity, asthma and heart disease

Lower rates of breast and ovarian cancers, diabetes and heart disease for mum

Strong microbiomes

WHO recommends at least **6** contacts with a breastfeeding counsellor, including:

- During pregnancy
- The days after birth
- Returning home from the hospital
- Starting family foods
- If returning to work

Investing in breastfeeding means investing in the future. It supports healthier populations, reduced healthcare costs and stronger economies.

World Health Organization

World Health Organization

Skilled support should be available from pregnancy, for as long as women wish to continue breastfeeding.

48% OF INFANTS UNDER 6 MONTHS OLD ARE EXCLUSIVELY BREASTFED.

BREAST-MILK IS THE FIRST SUPERFOOD.

It's tailored for your baby and changes depending on their needs.

Breastfeeding provides:

- Signals that it's time to sleep
- Extra hydration when it's hot
- Specific antibodies when mum or baby is sick
- Adapted fat content and nutrients as they grow

Improving breastfeeding rates could save more than 600,000 lives each year.

World Health Organization