

BREASTFEEDING – ONE OF THE SMARTEST INVESTMENTS A COUNTRY CAN MAKE

Breastfeeding leads to healthier families and a stronger workforce. Yet, fewer than 40% of children under six months of age are fed only breastmilk. Led by UNICEF and WHO, in collaboration with many partners, the Breastfeeding Advocacy Initiative calls upon governments, donors and development partners to:

INCREASE FUNDING



TO REACH THE 2025 WORLD HEALTH ASSEMBLY TARGET TO RAISE THE RATE IN THE FIRST 6 MONTHS OF EXCLUSIVE BREASTFEEDING TO AT LEAST 50%

FULLY IMPLEMENT THE INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES



TRACK THE PROGRESS



OF POLICIES, PROGRAMS & FUNDS TOWARDS ACHIEVING NATIONAL & GLOBAL BREASTFEEDING TARGETS

ENACT PAID FAMILY LEAVE AND WORKPLACE POLICIES TO SUPPORT MOTHERS



STRENGTHEN LINKS BETWEEN

HEALTH FACILITIES & COMMUNITIES

TO PROTECT, PROMOTE, AND SUPPORT BREASTFEEDING



IMPROVE ACCESS TO SKILLED LACTATION COUNSELING



IMPROVE BREASTFEEDING PRACTICES IN MATERNITY FACILITIES

