**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**

1. Babies who are fed nothing but breastmilk from birth through their first 6 months of life get the best start.
2. Exclusive breastfeeding provides babies: the perfect nutrition & everything they need for healthy growth and brain development.
3. Protection from respiratory infections, diarrhoeal disease, and other life-threatening ailments.
4. Protection against obesity & non-communicable diseases such as asthma and diabetes.

**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.