

# PAEDIATRICIANS

need to be aware of the strong influence they have on parents over infant health issues. Any advice they give on breastfeeding would have a great impact on the choices parents make about breastfeeding.

Here is how breastfeeding is linked to the **Sustainable Development Goals (SDGs)** and contributes to global maternal and infant survival, health and well-being.



**NO POVERTY:** Breastfeeding is a natural and low-cost way of feeding babies and children, with no additional burden on household budgets.



**GOOD HEALTH & WELL-BEING:** Breastfeeding improves the short- and long-term health and well-being of the mother-infant dyad.



**QUALITY EDUCATION:** Breastfeeding contributes to cognitive development when combined with good quality complementary food.



**REDUCED INEQUALITIES:** Breastfeeding needs to be protected, promoted and supported, particularly among poor and vulnerable groups.



**SUSTAINABLE CITIES & COMMUNITIES:** Breastfeeding needs to be normalised in all public spaces.

**Protect, promote and support breastfeeding through the Warm Chain**

[www.waba.org.my/warm-chain/](http://www.waba.org.my/warm-chain/)



## As a PAEDIATRICIAN, you can support breastfeeding in many ways

1. Always ask about breastfeeding during a consultation.
2. Inform mothers and other family members about the importance of breastfeeding for short- and long-term health.
3. Use evidence-based information to address queries about the effects of maternal medication on the breastfeeding infant.
4. Do not prescribe infant formula without a proper medical indication.
5. Empower mothers with strategies to enable them to combine breastfeeding and work.
6. Work together with others to ensure a continuum of care for the mother-baby dyad.
7. Do not accept any gifts, samples, sponsorship or displays of infant formula, bottles or teats from companies.
8. How else can YOU support breastfeeding?
  - ▶ in your care? .....
  - .....
  - ▶ in your community? .....
  - .....
  - ▶ in your country? .....
  - .....



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