

ACADEMIA across a range of disciplines, plays a key role in promoting, supporting and advocating breastfeeding through education, research, and dissemination of research findings.

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/



As an **ACADEMICIAN**, you can support breastfeeding in many ways

1. Ensure that appropriate and adequate information on breastfeeding is included in curricula taught in your institution.
2. Prioritise research in breastfeeding.
3. Support the dissemination and implementation of research evidence in breastfeeding to relevant stakeholders and the public at large.
4. Empower mothers with strategies to enable them to combine breastfeeding and work.
5. Work together with others to ensure a continuum of care for the mother-baby dyad.
6. Ensure compliance with the International Code of Marketing of Breastmilk Substitutes.
7. How else can YOU support breastfeeding?
 - ▶ in your care?
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 - ▶ in your community?
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 - ▶ in your country?
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World Alliance for Breastfeeding Action (WABA) Secretariat

PO Box 1200, 10850 Penang, Malaysia

T: +604-6584816 | F: +604-6572655 | waba@waba.org.my

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