

MIDWIVES

have a powerful influence on a woman's decision to breastfeed and on the success of her breastfeeding experience. Quality midwifery care improves maternal and infant survival, health and well-being throughout the antenatal, birth and postnatal periods.

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 a MIDWIFE, you can support breastfeeding in many ways

1. Discuss breastfeeding with youth in reproductive health education.
2. Inform mothers and families antenatally about the benefits and management of exclusive and continued breastfeeding, and about what happens at the time of birth and soon after.
3. Enable mother to achieve her ideal birthing experience:
 - ▶ Encourage a partner and/or birth companion to support her birth.
 - ▶ Adopt a preferred position during labour and delivery.
 - ▶ Avoid unnecessary separation and medical procedures.
4. Support the “golden hour”:
 - ▶ Ensure skin-to-skin contact immediately after delivery.
 - ▶ Allow uninterrupted skin-to-skin contact for the first hour or until the baby breastfeeds.
5. Provide skilled counselling for breastfeeding mothers in the first few days and through the postpartum period.
6. Empower mothers with strategies (e.g. hand expression) to enable her to combine breastfeeding and work.
7. Work together with others to ensure a continuum of care for the breastfeeding dyad.
8. How else can YOU support breastfeeding...
 - ▶ in your care?
 -
 - ▶ in your community?
 -
 - ▶ in your country?
 -



World Alliance for Breastfeeding Action (WABA) Secretariat

PO Box 1200, 10850 Penang, Malaysia

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

www.waba.org.my/warm-chain/

