



Source: <http://bluemilk.wordpress.com/2011/08/22/breastfeeding-while-glamorous/>

### How can YOUTH help?

- Please give a LOT of support! Your mother or aunt or sister or even your friend will need that support!
- If your mother is feeding the child and working, she will be tired when she gets home. Therefore, DO your chores and more!
- Help to cook or prepare food for the family.
- Take care of any younger siblings
- Avoid/Resist talking back or causing trouble for your mother, sister or aunt!

### 9 TIPS FOR YOUTH "LACTIVISM"!

1. Know the Facts & Share the Knowledge on Breastfeeding
2. Stay Updated with Breastfeeding News
3. Tackle the Titans - Report Code Violations by the Formula/Babyfood Corporations
4. Engage Your Peers
5. Attend Related Conferences/ Exhibits
6. Form Allies with Other Social Interest Groups
7. Get mentored by a professional or specialist!
8. Connect the Dots - YOUTH are the link!
9. Get Creative!

See more at:

<http://www.waba.org.my/whatwedo/youthinitiative/index.htm>

### Who are we?

We are the WABA YOUTH Initiative. It is a global programme that is open to all youth who want to help to make a difference. Our objectives are to get youths interested in breastfeeding and to develop young advocates to promote and protect breastfeeding as a human right, a reproductive health right, and a gender equality issue.



### What is WABA?

The World Alliance for Breastfeeding Action hence WABA! We are a global network of individuals and organizations, from all around the world, who are concerned about the protection, promotion and support of breastfeeding worldwide!



*The World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations concerned with the protection, promotion & support of breastfeeding worldwide. WABA action is based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the*

*Global Strategy for Infant & Young Child Feeding. WABA is in consultative status with UNICEF & an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).*

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## YOUTH ACTION for Breastfeeding



## Even WE can make a difference!



**WABA YOUTH Initiative**

*The World Alliance for  
Breastfeeding Action (WABA)*

## Why Breastfeed?

### Why should we, the youth, care about breastfeeding?

Breastfeeding is the best! This is the reason why every baby should be breastfed! The benefits extend to mothers, fathers, family and society!

### What are the benefits to the baby?

Breastfed babies are healthier, have fewer symptoms and shorter illnesses. Recent studies have also shown they also have a higher Intelligence Quotient (IQ) level than formula fed babies.



### Why is it good for the mother to breastfeed?

They are less prone to diseases. They bounce back from childbirth faster! They also lose weight gained during pregnancy faster! See:

<http://www.waba.org.my/resources/activitysheet/acsh10.htm>

### What other benefits are there to the mother?

Many young women worry about how breastfeeding will affect the shape of their breasts. Breastfeeding does not cause saggy breasts. The shape of the

breast is hereditary, and is caused by body fat and pregnancy. Also, a woman who breastfeeds loses weight faster than a woman who bottle feeds!

If you want to take a look at which celebrity mommies have been breastfeeding, check out this website! See:

<http://www.celebritybabyscoop.com/2012/10/03/10-celebrity-moms-breastfeeding-their-babies>



### What are the risks of infant formula?

#### For infants and children

They will have an increased risk in asthma, allergies, acute respiratory disease, infection from contaminated formula, childhood cancers, chronic disease, diabetes, cardiovascular disease, obesity, gastrointestinal infection, mortality, ear infection, side effects of environmental contaminants, increased altered occlusion and reduced cognitive development.

#### For mothers (not breastfeeding)

Mothers who do not breastfeed will have a higher risk of breast, ovarian and endometrial cancer, being overweight, having osteoporosis,

rheumatoid arthritis, stress, maternal diabetes and reduced natural child spacing.

For more information you can look up the "21 Dangers of Infant Formula" poster in the Advocacy Section of the WABA Website:

<http://www.waba.org.my/whatwedo/advocacy/index.htm>

### Why should society support breastfeeding?

- Families spend less money when breastfeeding
- Infant formula is often expensive!
- Employers lose less "sick" days that parents must take to care for their unwell children
- Energy and time required for preparing formula is not a factor in breastfeeding
- When a child is breastfed there is no waste that requires disposal which can harm our earth

On 22<sup>nd</sup> June 2012 WABA released the poster '*The Earth - Our Mother - is in crisis!*' relating how 'Over 20 years of evidence has shown how infant formula production, packaging and use are adding to this crisis!' See the poster in the Advocacy Section of the WABA Website: <http://www.waba.org.my/whatwedo/advocacy/index.htm>



Young Ugandan fathers showing their support