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## World Breastfeeding Week 2018 Press Release

#WBW2018 focuses on how breastfeeding helps prevent malnutrition in all its forms, ensures food security even in times of crisis and breaks the cycle of poverty. Breastfeeding is the #FoundationOfLife.

View the #WBW2018 <u>Press Release</u> as well as other relevant resources in our <u>Media Kit</u> now.





would deserve a dual Nubel Prize in medicine and economics' - Karth Harrison, World Blank

The B23 000 child deaths, 20 000 maternal deaths, and \$302 billion in development. economic losses each year are stark reminders of the current reality. All of these, and more, could be prevented by scaling up breastfeeding.

Breastfeeding not only saves lives and money it is the #FoundationOfLife. arMSW 2006 focuses on how broast leading helps prevent mateuristicate all its forms, encures fixed security even in times of crisis and breaks the cycle of poverty. With #WEW2018 just around the corner, it is time to take stock

in 2015, the United Nations learned the Sintainable Destination (SDOs), as agende to transform our world through sustainable development by 2005. Some progress his Deen rapids in electron to the USDOs, knoweer, in his been close. We must step up our offsets to reach the targets of the 2009 Agenda, and ensure that no one, and no issue is left behind. Warld Deposifereding Week can bely 40 just that.

WWEA took on this challenge through our WEW-SDGs campaign, making times between breastfeeding and each of the SDGs, Our annual Warld Breasfeeding Week companys highlights these links to ensure that the protection promotion and support of breastheeding is key to sustainable

Mainstrition, food insecurity and poverty affect relitions and stand in the Report highlights the importance of facusing on these problems. World honger is more again, in part due to facel insociatily and other crises such as conflict, drought and disactives associated with climate change. Obserty and cleans, doesnes are rangeant. Posterts of the worst forms of poverty still person and the gap between rich and poor is increasing.





## Breaking the cycle of poverty









bables who were breastfed had a 21% their first year compared





Gataly 815 million paperso diversally fact reactins and malinor whed an the vari majority (489 million) live in countries affected by conflict

\$70.6 billion Moretten 4000 litres

of water are rended to produce just 1 kg of infant formula powder 🐧 🦓 🦓

South Server and 60 million nefugeen and displaced populations many of whom are young children accinoment this of multiple forms of maintainess, who contend it from branchiseding



Breistleedings one of the best investments in global leadth.

Every \$1 invested interactiveding generates \$35 ineconomic retur

Shorter durations of breastfeeding 2.6-point loss in IQ scores

Not brasit feeding is associated with economic losses of about \$302 billion armuelly or 0.45% of world grass notional income

with positive lifeting effects as both children and mothers. Broad-badding is a climate-ament decision that helps annual feed accuracy even in times of units. Broad-badding legicover the health and wellbeing of evenue and children and is the foundation of a country's development and future. It is the great equaliser that can help break the cycle of poverty Protecting promoting and supporting breakfeeding is crucial for the health of our planet and its people.

By keeping the mother beby dyad in focus and creating a Wilers Chain of support for breadfeeding, we can achieve the World Houlth Assembly (WHA) target of at least 50% exclusive breast feeding by 2025. This will also bring us closer to achieving the SDCs.

Together, we can inform, anchor, engage and galvanise on breastfeeding as the foundation of life. Everyone has a role to play in ensuring a healthier, more rrous and sustainable future. How will you celebrate World Breastfeeding Week 2018?









Happy World Breastfeeding Week!

**Read the Press Release** 

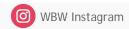
View the Media Kit

## Happy World Breastfeeding Week!









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