

ACADEMIA

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

BENEFITS OF BREASTFEEDING

Breastfeeding matters because it is a low-cost way of providing the best nutrition for the baby. It protects the baby against common illnesses both in the short and long-term. It reduces the risk of cancer and other conditions in the mother. The cost of not breastfeeding is huge for families and nations. Breastfeeding is also a climate-smart decision and key to the Sustainable Development Goals.

WHO and UNICEF recommend:

- ▶ Early initiation of breastfeeding within 1 hour of birth.
- ▶ Exclusive breastfeeding for the first 6 months of life.
- ▶ Continued breastfeeding up to 2 years of age or beyond, with the introduction of nutritionally adequate and safe complementary (solid) foods at 6 months.



WARM CHAIN OF SUPPORT FOR BREASTFEEDING: The Warm Chain places the mother-baby dyad at the core and follows the first 1,000 days timeline. It strives to link different actors by coordinating efforts at all levels to provide a continuum of care. Each actor or link in the Warm Chain may already be part of an existing initiative such as the BFHI or a community health programme. With consistent messages and proper referral systems throughout the warm chain, the mother-baby dyad will benefit from ongoing support and breastfeeding counselling. All mothers are then empowered with a more satisfying and effective breastfeeding experience. A warm chain of support will help build an enabling environment for breastfeeding and protect against industry influence.

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. Do not accept any gifts, samples, sponsorship or displays of infant formula, bottles or teats from companies.
7. How else can YOU protect, promote and support breastfeeding?



World Alliance for Breastfeeding Action (WABA)



This card was developed in collaboration with RCSI & UCD Malaysia Campus.