

CERTIFIED LACTATION CONSULTANTS

play a multi-disciplinary role that straddles generalised support for breastfeeding and allied health care. This improves maternal and infant survival, health and well-being throughout the antenatal, birth and postnatal periods.

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 a **Certified Lactation Consultant**, you can support breastfeeding in many ways

1. Empower the mother to achieve her breastfeeding goals and assist with any difficulties.
2. Provide information and training on the science of lactation and clinical management of breastfeeding.
3. Provide skilled lactation support for mothers during their breastfeeding journey, and help them to overcome difficulties.
4. Apply a holistic health model to monitor growth and development (baby) and health and well-being (mother).
5. Facilitate the development of programmes, research and policies to support breastfeeding and lactation.
6. Empower mothers with strategies to enable them to combine breastfeeding and work.
7. Work together with others to ensure a continuum of care for the breastfeeding dyad.
8. Ensure compliance with the International Code of Marketing of Breastmilk Substitutes.
9. How else can YOU protect, promote and support breastfeeding?



World Alliance for Breastfeeding Action (WABA)



This card was developed in collaboration with International Lactation Consultant Association.