

Warm Chain

of Support for
Breastfeeding



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.



World Alliance for Breastfeeding Action (WABA)





**Warm
Chain**
of Support for
Breastfeeding

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

The 'Warm Chain' logo features a stylized red line drawing of a woman breastfeeding a child. The text 'Warm Chain' is in large, bold, orange and red letters. Below it, 'of Support for Breastfeeding' is in smaller black text. At the bottom is the website URL.