

YOUNG PEOPLE

have the power to change social norms by utilising innovative approaches and using diverse channels. They can thus play an active role in advocating for an enabling breastfeeding environment.

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 **YOUNG PERSON**, you can support breastfeeding in many ways:

1. Stay educated! Read about the benefits of breastfeeding and how it is one of the best investments in saving lives and improving the health, social and economic development of individuals and nations.
2. Get creative! Use different methods to share information about breastfeeding and how we can protect, promote and support breastfeeding. Take advantage of social media resources and platforms to promote breastfeeding.
3. Be involved! If you see a mother breastfeeding in public, be respectful and encouraging. Support your breastfeeding friends and family members any way you can.
4. Get your voice heard! Share information from verified sources and experts. At the same time, call out false information about breastfeeding by providing evidence-based facts.
5. Encourage lifelong learning! Involve your institutional organisations e.g. schools, universities, colleges in creating a platform for advocates to talk about sexual and reproductive health and rights including breastfeeding.
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.
9. Do not accept any gifts, samples, sponsorship or displays of infant formula, bottles or teats from companies.
9. How else can YOU protect, promote and support breastfeeding?



World Alliance for Breastfeeding Action (WABA)

