



An illustration of a woman with short dark hair and bangs, wearing a yellow floral top, breastfeeding a baby. She has her eyes closed and a gentle smile. The background is a light green with stylized green leaves and yellow-orange flowers. A white speech bubble is positioned to the left of the woman's head.

BREASTFEEDING
SHOULD NOT BE
PAINFUL



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If breastfeeding hurts, a trained counsellor can help you work out why so you can breastfeed comfortably.



WHEN SHOULD I
BREASTFEED AND
FOR HOW LONG?

Start breastfeeding
within an hour
after birth

Breastfeed with no
other solids or liquids
for the first six months

Continue breastfeeding
until the baby is at least
2 years old



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Breastmilk is the ideal first food for babies. It is safe, clean and contains antibodies which help protect against illnesses.

Caring for your baby in the first weeks after birth includes:

Responding to your baby's signals

Keeping your baby secure and safe

Exclusive breastfeeding

Getting your baby vaccinated

Having your baby's health and development checked

Looking after your own health and well-being



Human
reproduction
programme
hrp.
research for impact
UNEP UNFPA UNICEF WHO WFP WB



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MISLEADING CLAIMS FROM FORMULA COMPANIES CAN CONFUSE PARENTS, OFTEN UNDERMINING BREASTFEEDING



PARENTS CAN GET BIASED ADVICE ON BREASTFEEDING WHEN MEDICAL TRAINING IS PAID FOR BY FORMULA COMPANIES



**FORMULA COMPANIES BUILD
RELATIONSHIPS AND TRUST
WITH MOTHERS TO CHANGE THEIR
DECISIONS ON HOW TO FEED THEIR BABIES**



FREE SAMPLES AND SUBTLE ADVERTISING IN HOSPITALS AND DOCTOR'S CLINICS UNDERMINE BREASTFEEDING



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Steps you can take to help mothers exclusively breastfeed successfully



Pre-childbirth

- ✓ Advise mothers to take good care of themselves, eat healthy and avoid stress.
- ✓ Advise mothers to tell immediate family members about the plan to breastfeed so they can also provide support.
- ✓ Recommend breastfeeding classes where and when available.
- ✓ Highlight that breast milk is the ideal food for infants.

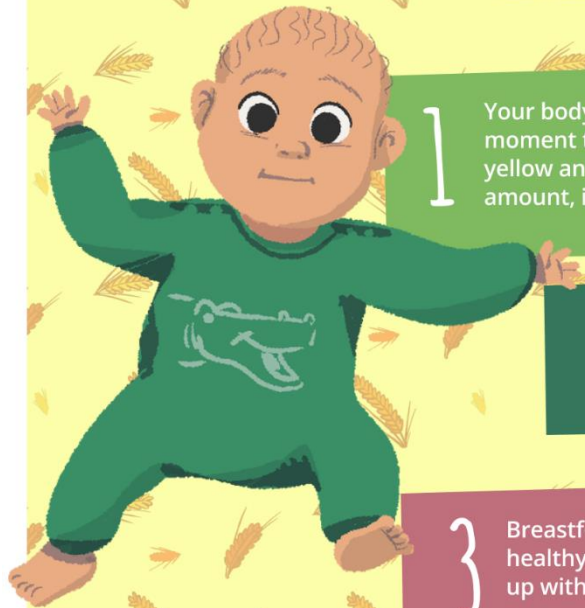
Day of childbirth

- ✓ Ask mothers to be surrounded by their family members for emotional support.
- ✓ When the baby is born, make sure the baby is dried immediately and thoroughly, before placing the baby on the mother's bare chest for skin-to-skin contact.
- ✓ Keep the baby warm by covering them with a clean sheet.
- ✓ Give the baby enough time and patience to start feeding. Most babies start exhibiting feeding cues within 60 to 90 minutes after birth, and some may take longer.
- ✓ If the baby is born preterm or low-birthweight, practice Kangaroo Mother Care (KMC). WHO recommends KMC at least 20 hours a day for maximum health benefits of the baby.
- ✓ If there's difficulty in the first breastfeed, recommend coaching from a midwife, nurse or lactation specialist to help with breast milk expression.

Post-childbirth

- ✓ Advise that family support is crucial for successful exclusive breastfeeding.
- ✓ Advise mothers to get plenty of rest, drink a lot of water and eat healthy.
- ✓ Advise all caregivers to not replace breast milk with infant formula or any solid foods, as this is potentially harmful to the baby. Breast milk contains antibodies and nutrients that are essential for the baby's health. WHO recommends exclusive breastfeeding for the first six months of life for maximum health benefits.
- ✓ Ensure rooming-in of mothers and their babies during the hospital stay. It's recommended to feed the baby on a need-based frequency, with feeding switched from one breast to the other.

5 INTERESTING FACTS ABOUT BREASTFEEDING



1

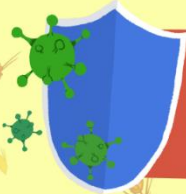
Your body is ready to feed your baby from the moment they are born. Colostrum, the first milk, is yellow and thick. Even though there is only a tiny amount, it is all your baby needs for the first few days.

2

During breastfeeding, both you and your baby produce oxytocin, a hormone that lowers stress and anxiety and makes us feel connected.

3

Breastfeeding supports the development of healthy gut bacteria in your baby, setting them up with a healthy immune system for life.



4

Breastmilk contains antibodies that are tailored to help your baby fight infections circulating in your environment.



5

Babies usually breastfeed very frequently in the first few days. The more often your baby breastfeeds in the early days, the quicker your body will start to make more milk.



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MANY WOMEN DO NOT BREASTFEED FOR AS LONG AS THEY WOULD LIKE

TO MAKE BREASTFEEDING WORK, WE NEED:



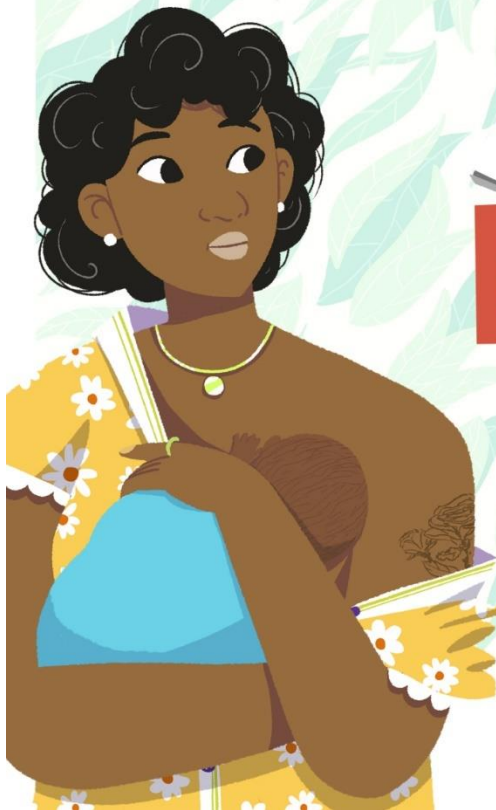
Trained health workers providing breastfeeding counselling during pregnancy, at birth, and for the next two years.



Paid time off for breastfeeding or providing breastmilk after returning to work.



Adequate paid parental leave after the birth of a baby.



Investment in breastfeeding support programmes.



Partners and families to support and encourage the breastfeeding mother.



Protection from formula marketing that undermines confidence in breastfeeding.

8

RESPONSIVE FEEDING

Hospitals **support mothers** to breastfeed by...



Helping mothers
know when their
baby is hungry

Not limiting
breastfeeding
times



9

BOTTLES, TEATS AND PACIFIERS

Hospitals **support mothers** to breastfeed by...



Counsel
mothers on the
use and risks of
feeding bottles,
teats, and
pacifiers



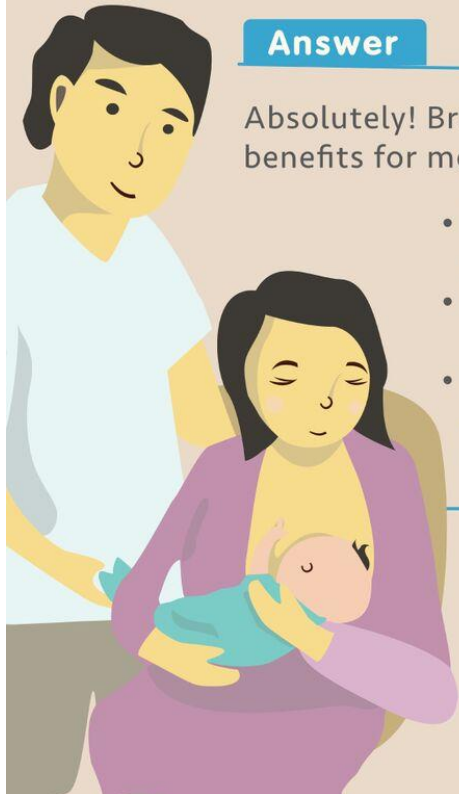
Question

Is breastfeeding really that much better for babies?

Answer

Absolutely! Breastfeeding has many immediate and long-term benefits for mother and child.

- Protection from diarrhoea, pneumonia and other common illnesses for the baby
- Lower risk of overweight, obesity, diabetes and leukemia in childhood and adolescence
- Reduced risk of breast and ovarian cancer, diabetes, and postpartum depression for the mother



Question

How do I know my baby is getting enough milk from breastfeeding?

Answer

At birth, a newborn's stomach is only the size of your thumbnail and requires a very small amount of milk per feed. As you keep breastfeeding, their stomach grows and your milk supply will too.

Your baby will let you know when he/she has had enough by closing his/her mouth and taking no more breast milk.

Try breastfeeding 8 to 12 times over the day and night, when the baby shows early feeding cues.





**NO BUSINESS SHOULD
BE MORE IMPORTANT
THAN YOUR
BABY'S FUTURE.**



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#EndExploitativeMarketing

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for every child

2

STAFF COMPETENCY

Hospitals **support mothers** to breastfeed by...

Training staff on
supporting mothers
to breastfeed

Assessing health
workers' knowledge
and skills



7

ROOMING-IN

Hospitals **support mothers** to breastfeed by...

Letting mothers and babies stay together day and night

Making sure that mothers of sick babies can stay near their baby



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4

CARE RIGHT AFTER BIRTH

Hospitals **support mothers** to breastfeed by...

Encouraging
skin-to-skin contact
between mother and
baby soon after birth

Helping
mothers
to put their
baby to the
breast right
away



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**THE PEOPLE YOU
TRUST FOR ADVICE
ARE A TARGET
FOR FORMULA
MILK MARKETING**



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#EndExploitativeMarketing

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for every child

An illustration of a woman with long, flowing red hair and round glasses, smiling and holding a baby. She is wearing a yellow top with a green leaf pattern. The background is a pinkish-purple with scattered white and green leaves. A white speech bubble is in the top left, and two red text boxes are overlaid on the image.

IS MY NEW BABY
GETTING ENOUGH
MILK?

Does your baby have
at least 5 to 6 wet
nappies a day and
soft yellow poos?

Is your baby
breastfeeding at
least 8 times a day?



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If your baby seems full and relaxed after feeding and is growing well, you can be confident that they are getting enough milk.



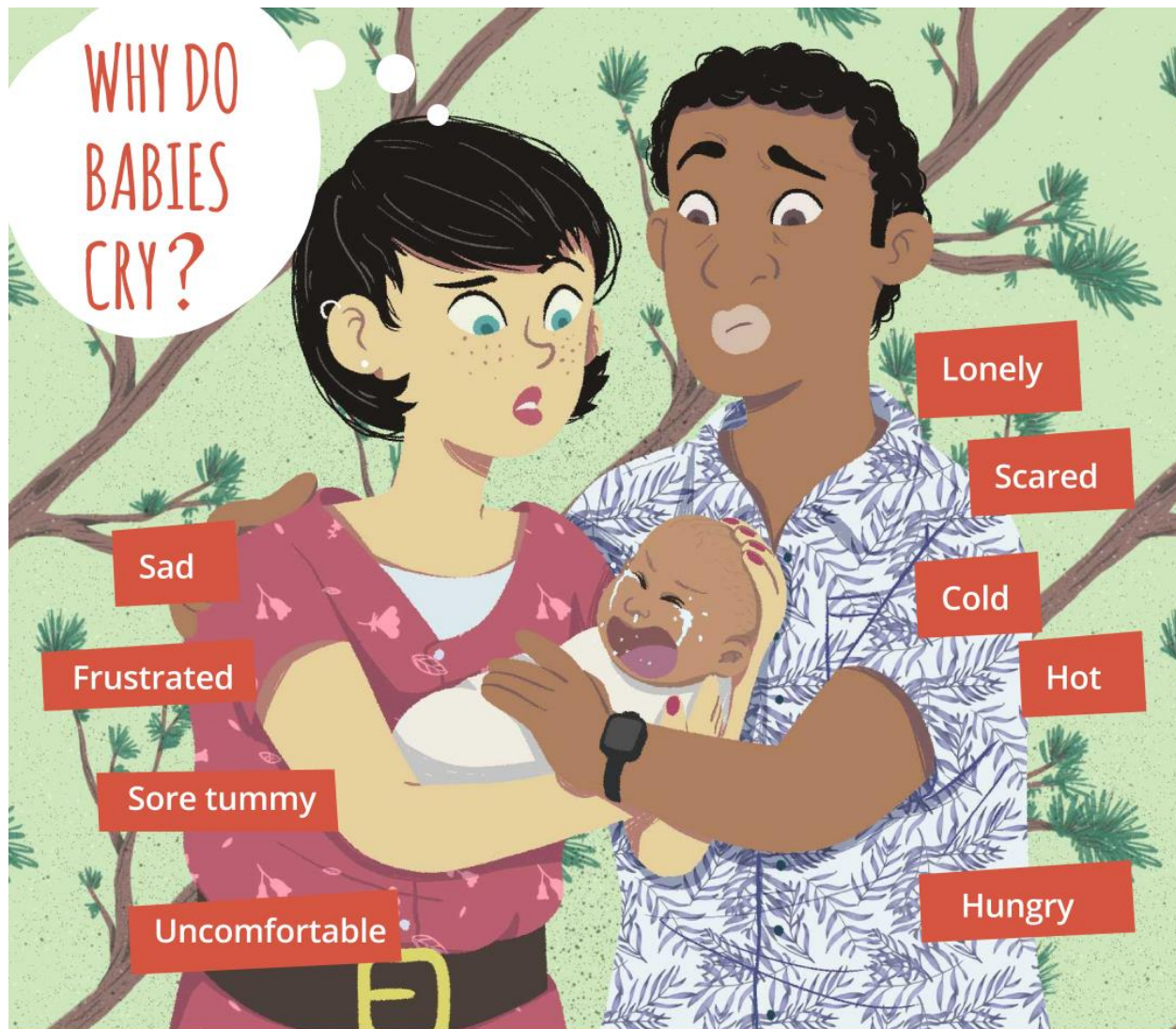
HOW OFTEN SHOULD
I BREASTFEED MY
BABY ?

As often as needed.
Watch the baby not
the clock!



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In the first year, babies should breastfeed at least 8 times in a 24 hour period. Most babies will breastfeed more often.



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There are many possible reasons why babies cry.
Breastfeeding can help with them all, giving your baby
comfort, love and food.