

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



An illustration of a woman with short black hair and bangs, wearing a yellow floral top, breastfeeding a baby. She has her eyes closed and a gentle smile. The baby is wearing a maroon top. The background is a light green with stylized green leaves and yellow-orange flowers. A white speech bubble is in the upper left corner.

BREASTFEEDING  
SHOULD NOT BE  
PAINFUL



World Health  
Organization

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

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 a pattern of small white and green leaves. A white speech bubble is on the 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?



World Health  
Organization

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





WHO CAN HELP  
ME WITH  
BREASTFEEDING?

Mothers need regular  
breastfeeding counselling  
until their baby is 2 years  
old.

Breastfeeding  
counselling helps  
mothers find solutions  
to breastfeeding  
challenges



World Health  
Organization

Training in breastfeeding counselling helps health  
workers to listen to, empower and support women.



World Health  
Organization

Breastfeeding counselling can provide reassurance,  
build confidence and help solve problems.