

Breastfeeding

for a Sustainable Start in Life: Strengthen What Works

A healthy planet and healthy people begin with breastfeeding.

Let's build on proven solutions and support every family.

WHY IT MATTERS ?

Environmental Sustainability

Breastmilk is natural, renewable and leaves zero carbon footprint. No packaging, no waste, no pollution.

Biological Foundation

Provides antibodies and essential nutrients that build lifelong immunity, gut health, and reduce chronic disease risk.

Economic & Social Equity

Breastfeeding is low-cost and universally available. It reduces poverty and health disparities.



STRENGTHEN WHAT WORKS

Baby-Friendly Health Systems

Expand and sustain initiatives like BFHI that promote early skin-to-skin contact and support.

Regulate Commercial Practices

Enforce the International Code to protect families from unethical marketing.

Policy & Workplace Support

Enforce paid parental leave and workplace rights for nursing mothers.

Community Peer Support

Invest in lactation consultants, peer networks, and community health services.

"When we support breastfeeding, we support healthier children, stronger families, and a sustainable planet."



**SUPPORT
MOTHERS**



**EMPOWER
FAMILIES**



**STRENGTHEN
COMMUNITIES**



**BUILD A
SUSTAINABLE
FUTURE**

In collaboration with



SOCIAL
CHANGEMAKERS
& INNOVATORS



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