ACHIEVING HEALTH EQUITY: PROVIDING SKILLED BREASTFEEDING SUPPORT UNIVERSALLY

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WHAT WOULD YOU DO IF SOMETHING COULD...

- Prevent 820,000 child deaths annually
- Support brain development and increase IQ
- Reduce the risks of overweight, obesity and diabetes
- Protect women against breast and ovarian cancers
- Be environment-friendly
- Reduce health care costs?
BREASTFEEDING IS AN ESSENTIAL PART OF ...
The costs of inaction are immense: globally, the total annual economic loss due to not breastfeeding according to recommendations is estimated to be between US$257 billion and US$341 billion.

It will cost $653 million annually to scale-up breastfeeding counselling interventions in 34 countries.

SKILLED BREASTFEEDING COUNSELLING IS ONE OF THE MOST EFFECTIVE STRATEGIES TO IMPROVE BREASTFEEDING RATES
COVERAGE OF SKILLED IYCF COUNSELLING IS SUBOPTIMAL

Only around half of reporting countries had incorporated IYCF counseling into at least three-quarters of their PHC facilities.

DURING THE COVID-19 PANDEMIC, SKILLED BREASTFEEDING IS IMPORTANT MORE THAN EVER
CALL TO INVEST IN SKILLED BREASTFEEDING COUNSELLING FOR EVERY MOTHER