
ACHIEVING HEALTH EQUITY: PROVIDING SKILLED BREASTFEEDING SUPPORT UNIVERSALLY

Webinar - 5 August 2020

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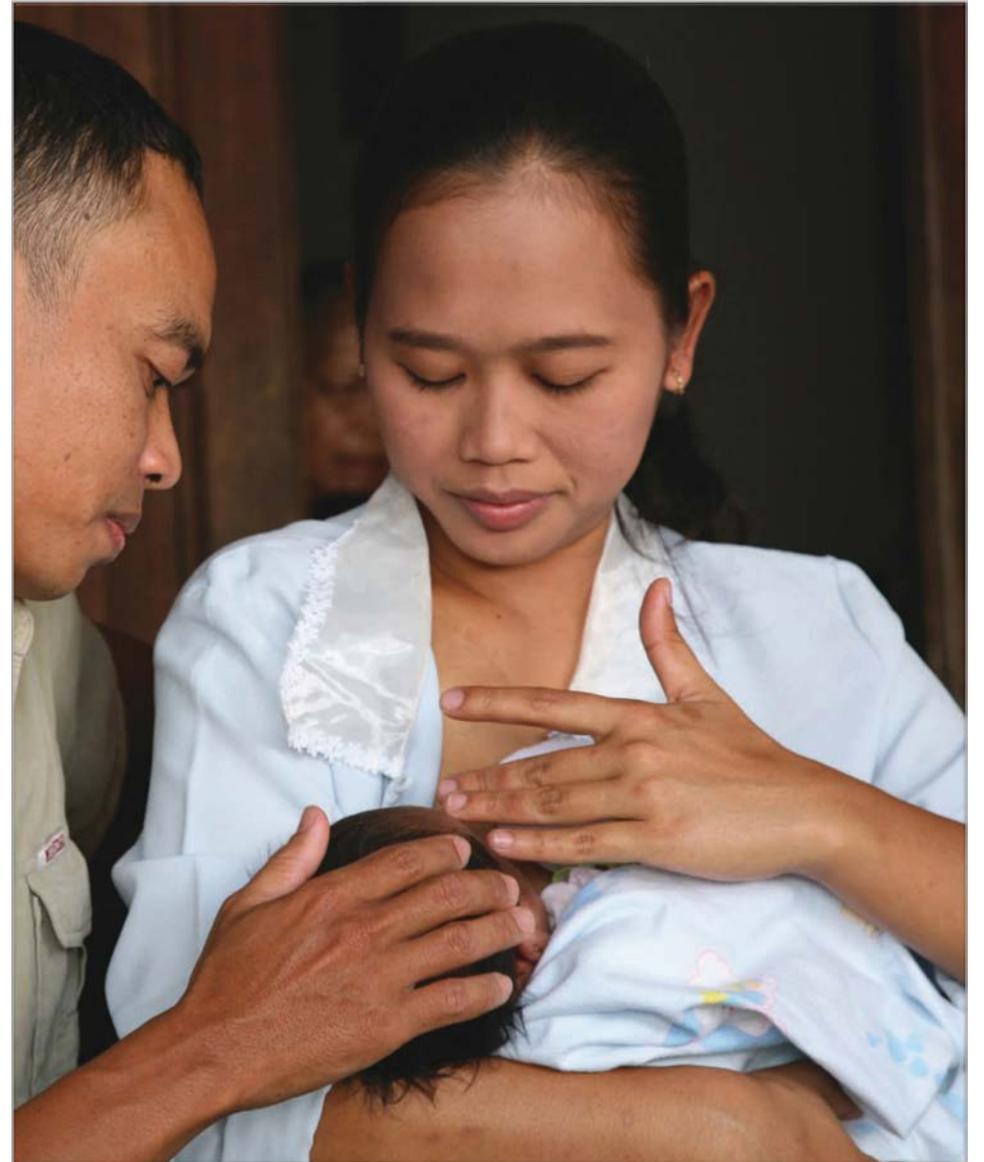


GLOBAL BREASTFEEDING COLLECTIVE



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 ...



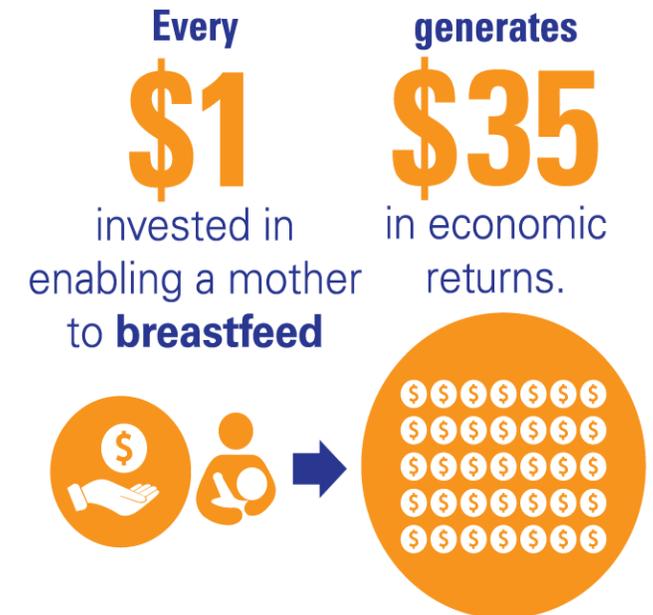
INVESTING IN BREASTFEEDING MAKES ECONOMIC SENSE



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



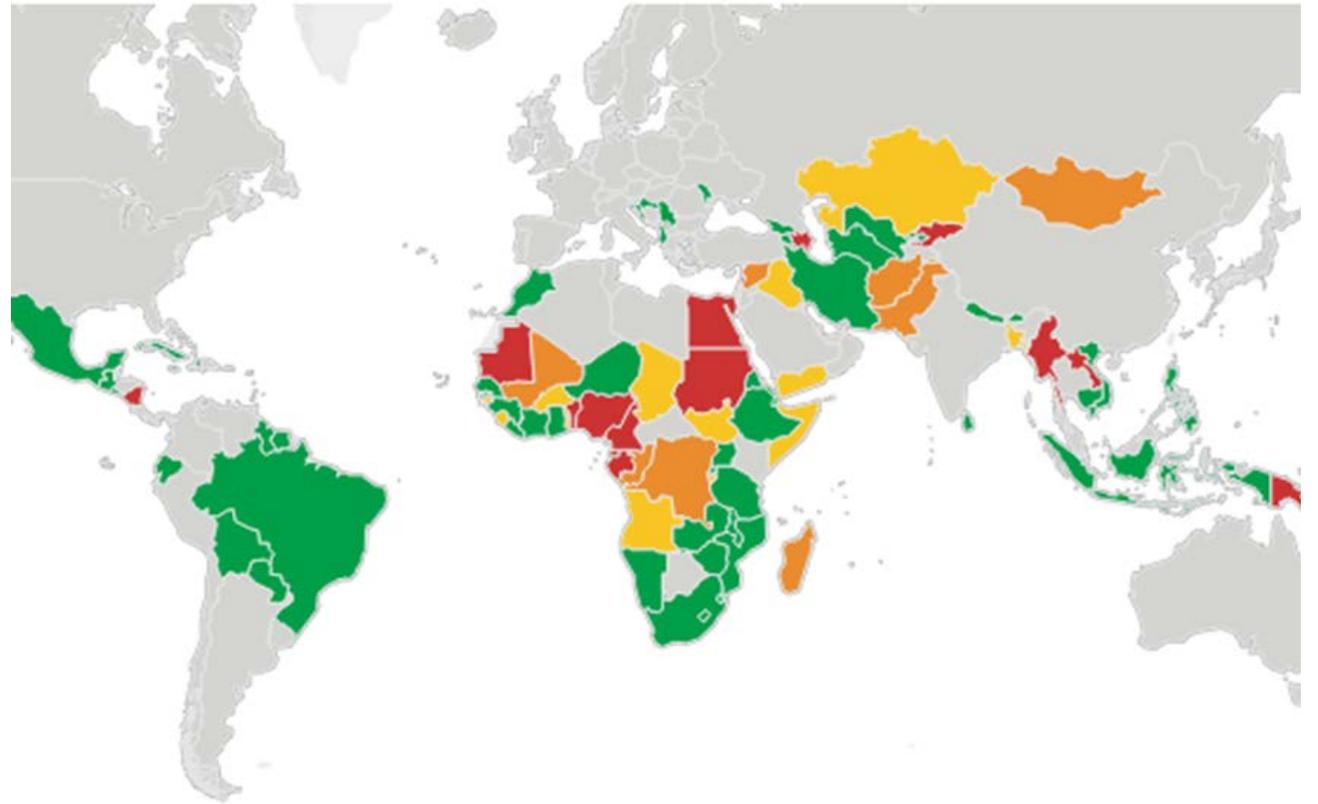
Source: Walters, Phan & Mathisen 2019; Bhutta, Das, Rizvi 2013.



**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



Source: Global Breastfeeding Score Card 2020.
www.globalbreastfeedingcollective.org



DURING THE COVID-19
PANDEMIC, SKILLED
BREASTFEEDING IS
IMPORTANT MORE
THAN EVER





CALL TO INVEST IN
SKILLED
BREASTFEEDING
COUNSELLING FOR
EVERY MOTHER



GLOBAL BREASTFEEDING COLLECTIVE



For more information:

www.globalbreastfeedingcollective.org