



Breastfeeding: A winning goal for life

OVERCOMING OBSTACLES AND MAKING AN EMPOWERED CHOICE



World Health
Organization
Western Pacific Region

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Illustrations by Clarissa Ines

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WHO recommends exclusive breastfeeding for six months, followed by continued breastfeeding with appropriate complementary feeding until two years or beyond.

Unfortunately, many obstacles impede mothers from making empowered choices. Thus, babies do not receive optimal nutrition in the early critical years. WHO urges Member States to protect, promote and support breastfeeding, and in doing so, enable families to overcome obstacles.



OBSTACLE 1

The newborn is not placed on the mother's chest immediately (within 30 seconds) after birth.

OVERCOMING THE OBSTACLE

Promote the first embrace: a healthy start for every newborn. Skin-to-skin contact with the mother immediately after birth keeps babies pink, warm, calm and healthy. Early initiation and exclusive breastfeeding is easier and transfers essential nutrients, antibodies and immune cells through colostrum — the first milk from the mother's breast.





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https://www.yunbaogao.cn/report/index/report?reportId=5_27298

