

# BREASTFEEDING SAVES MORE LIVES THAN ANY OTHER PREVENTIVE INTERVENTION!

Breastfeeding for six months saved 95-153kg CO<sub>2</sub> (carbon dioxide equivalents) per baby in comparison with formula fed babies.

A target has been set by the World Health Assembly to improve rate of exclusive breastfeeding from 38% to 50% in 2025 globally. As per WHO tracking tool, India must contribute a 65.7% exclusive breastfeeding rate by 2025 to achieve this goal<sup>1</sup>

### IMPART<sup>2</sup>

No environmental footprint  
No pollution

### AIM FOR

Breastfeeding within the first one hour of birth  
Exclusive breastfeeding up to 6 months  
Continued feeding up to 2 years or beyond with nutritional support of complementary foods at 6 months.  
No bottles, teats etc.

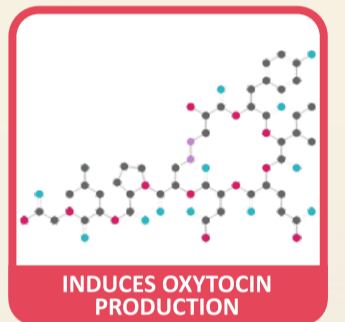
### EMBARK<sup>3</sup>

No greenhouse emissions  
No carbon footprint  
No food miles

### ENCOURAGE BREASTFEEDING<sup>4</sup>

It is naturally renewable  
Promotes family planning  
Reduces hospitalizations

## BENEFITS OF BREASTFEEDING



## BREASTFEEDING MYTH BUSTERS

| MYTH   | FACT  |
|--|---|
| Breastfeeding involves a lot of food restriction | Breastfeeding mothers should consume a diverse, balanced and healthy diet daily. 65% of the people in a study believed that they should not nurse a child when they are angry or frightened <sup>5</sup>  |
| You have to drink milk to produce milk           | The best way to enhance milk production is to keep feeding the baby   |
| Breastfeeding hurts                              | Breastfeeding is not painful when done with correct technique   |
| Formula milk is the same as breast milk          | Mother's milk has special nutrients to support the growth and immunity of your baby   |
| Premature babies can't be breastfed              | It is important for you to keep trying to feed the baby to keep up the supply of milk   |
| Don't wake a sleeping baby for breastfeeding     | In the first few months, the baby sleeps a lot and should be fed even when he/she is sleeping   |
| Enough milk is not produced for the child        | 95% of mothers produce enough milk for their baby <sup>6</sup>  |
| Babies naturally know how to breastfeed          | Even though it is natural for a baby to start suckling and feeding, the mother and the baby still need support from families  |
| Mothers cannot breastfeed during COVID19         | Standard infant feeding guidelines are applicable to feed infants who are born to suspected mothers / with possible / confirmed COVID-19 infection, provided necessary precautions for IPC (Infection Protection and Control) are undertaken <sup>7</sup> |

References  
1. Press release – Cost of Inadequate Breastfeeding is Too High to be Ignored. Breastfeeding Promotion Network of India (BPNI). Available at: <https://www.bpni.org/wp-content/uploads/2019/07/WBW-2019-Press-Release-English.pdf> Accessed on 01 July 2020.  
2. Joffe, M., Webster, F., & Shenker, N. (2019). Support for breastfeeding is an environmental imperative.  
3. Zadkovic, S., Lombardo, N., & Cole, D. C. (2020). Breastfeeding and Climate Change: Overlapping Vulnerabilities and Integrating Responses. *Journal of Human Lactation*, 0890334420920223.  
4. Smith, J. P. (2019). A commentary on the carbon footprint of milk formula: harms to planetary health and policy implications. *International Breastfeeding Journal*, 14(1), 49.  
5. Sámano, R., Lara-Cervantes, C., Martínez-Rojano, H., Chico-Barba, G., Sánchez-Jiménez, B., Lokier, O., ... & Heller, S. (2020). Dietary Knowledge and Myths Vary by Age and Years of Schooling in Pregnant Mexico City Residents. *Nutrients*, 12(2), 362.  
6. Amir, LH (2006). "Breastfeeding—managing 'supply' difficulties". *Australian Family Physician*. 35 (9): 686–9. ISSN 0300-8495. PMID 16969436  
7. Ministry of Women and Child Development, Government of India (2006). National guidelines on infant and young child feeding. Available at: <https://wcd.nic.in/sites/default/files/infantandyoungchildfeed.pdf> Accessed on 02 July 2020

Contributed and compiled by: Indian Dietetics Association, Pune Chapter.  
Reviewed by: Scientific Committee, Indian Dietetic Association.

Issued in Public Interest by:

INDIAN DIETETIC ASSOCIATION (IDA)

