It is a women's right to breastfeed her child in any location...

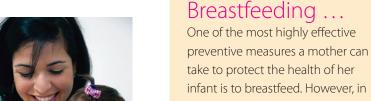
BBC, will work to create:

- Baby Cafes
- Mother Friendly workplaces
- Mother Friendly establishments
- Baby friendly hospitals









Breastfeeding...

Protects your baby

from a long list of

Protects your baby

• Increases your child's

Protects your child

· Lowers your baby's

Reduces your stress

level and your risk of

• Reduces your risk of

some types of cancer

from developing

illnesses

allergies

intelligence

from obesity

risk of SIDS

postpartum

depression

the United States, although most mothers hope to breastfeed, and

75% of babies start out being breastfed, only...

15% are exclusively breastfed 6 months later

In the U.S.

73.9% of children were never breastfed

43.4% of children were still breastfeeding at 6 months of age

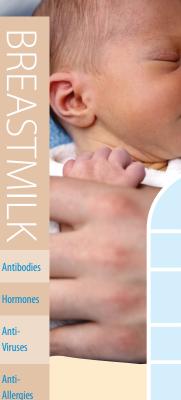
22.7% of children were breastfeeding at 1 year of age

When mothers do not breastfeed they generally use infant formulas. It is recommended by the World Health Organization that parents are told about the health risks of using formula. This brochure has information from medical research that shows the risks of formula feeding to help vou make a more informed decision about feeding your baby.



The World Health Organization recommends:

- exclusive breastfeeding (only breastmilk) for the first 6 months.
- gradually introducing other nutritious foods at six months along with continued breastfeeding for 2 years and beyond.



Anti-

Parasites

Growth

Factors

Enzymes

Minerals

Vitamins

DHA/ARA

Carbo-

hydrates

Protein

Water

Fat

Minerals

Vitamins

DHA/ARA

hydrates

Protein

Water

Higher risk of allergy

Formula feeding is linked to higher incidence of eczema, allergies to food, inherited allergies and allergies which affect breathing such as hay fever.

Higher risk of asthma

Medical studies show that babies who are fed formula are 40 to 50 percent more likely to have asthma or wheezing.

Risks of Formula Feeding

Higher risk of heart disease

A study shows that breastfeeding may help to reduce the risk of heart disease by keeping cholesterol levels low later in life. It also showed that 13- to 16- year-olds who were formula fed have higher blood pressures than children who had received breastmilk.

Higher risk of death

from diseases Babies who are formula fed have a higher risk of death due to illnesses such as diarrhea and lung infections.

Higher risk of obesity

Research is showing that children who are formula fed are nearly 40 per cent more likely to be obese than children who are breastfed – even after looking at other things that may explain why a person may be overweight.

Higher risk of childhood cancers

Research shows that children who have not been breastfed are more likely to get leukemia and other cancers than children who were given only breastmilk.

Higher risk of diarrhea

Studies show that babies who are formula fed are twice as likely to have diarrhea than breastfed babies.

Higher risk of diabetes

Research shows that formula feeding increases the risk of getting diabetes later in life.

Higher risk of lung infections

Children who are formula fed are 16.7 times more likely to have pneumonia than children who were given only breastmilk as infants.

Higher risk of ear infections

Studies show that infants who are formula fed are 50 per cent more likely to have ear infections than babies who receive only breastmilk.

Higher risk of infection from contaminated formula

Babies have become very sick and some have died because of harmful germs in formula. Some formulas cannot be sterilized.

Higher risk of chronic diseases

Formula feeding is linked to higher risk for Type 1 diabetes and bowel diseases such as celiac disease and inflammatory bowel disease.

Risk of lower intellegence

Studies show that children who are breastfed do better on intelligence tests than children who were formula fed.

Higher risk of effects of environmental poisons

Breastfeeding lowers the harmful effects on a child's health from poisons in the environment like PCBs and dioxins. Children who are breastfed do better on tests for brain development than formula fed children.