



The 7 policy priorities of the Global Breastfeeding Collective

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World Health
Organization

Breastfeeding is key for health and survival

- Nearly 600,000 deaths attributed to not breastfeeding annually
 - 26% lower infant mortality (United States)
 - Exclusive breastfeeding at 1 month of age halves the risk of Sudden Infant Death (Germany)
- Breastfed children
 - perform better in intelligence tests (3.44 points on average)
 - less likely to become overweight or obese (26% lower)
 - less prone to diabetes later in life (35% lower)
- Mothers who breastfeed >12 months also reduce their risk of developing
 - breast cancer – 26% lower
 - ovarian cancers – 37% lower
 - type 2 diabetes – 32% lower



Lack of breastfeeding is economically costly

- Total annual cost of not breastfeeding estimated at \$341.5 billion globally (0.7% of global gross national income)
 - \$123.1 in high-income countries (0.25%)
- Cognitive deficits attributed to inadequate breastfeeding is estimated to cause productivity losses and reduce lifetime earning capacity by up to \$285.4 billion per year globally
- Boosting breastfeeding rates for infants below 6 months of age to 90% would save healthcare systems at least \$2.45 billion annually in the United States

Feeding recommendations

- Initiate breastfeeding within one hour of birth.
- Exclusively breastfed for the first six months of life
- Nutritionally adequate and safe complementary foods while continuing to breastfeed for up to two years or beyond

Statements on key interventions

Global Strategy for Infant and Young Child Feeding, 2003



Comprehensive implementation plan on maternal, infant and young child nutrition, 2012

UN Decade of Action on Nutrition, 2016-2030



WHO/UNICEF Global nutrition targets 2030: Breastfeeding brief

Global Breastfeeding Collective Call to Action, 2017



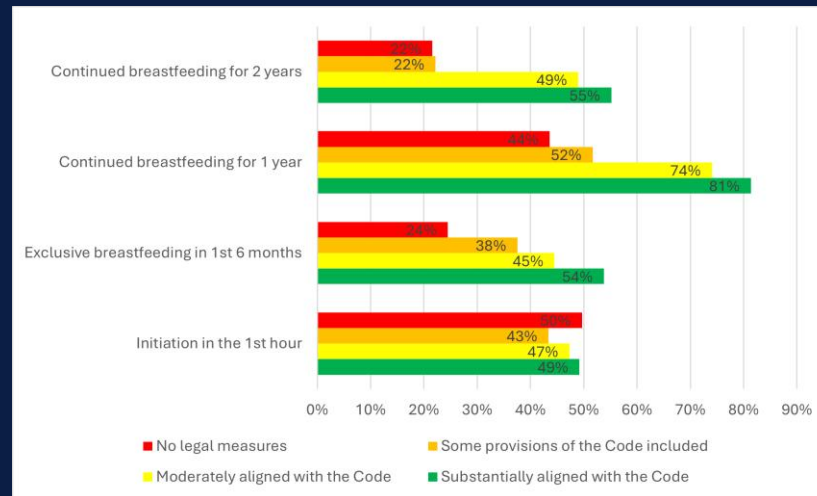
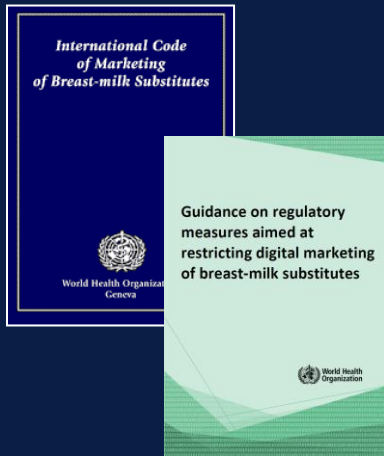
National leadership and advocacy

Leadership
& advocacy

- National breastfeeding coordinator
- National breastfeeding committee
 - government departments (e.g. health, nutrition, financing, social services)
 - nongovernmental organizations
 - health professional associations
 - academia
 - consumer organizations, mothers' groups
- Regional representation in decentralized health care systems
- Free of conflicts of interest
- Convened regularly

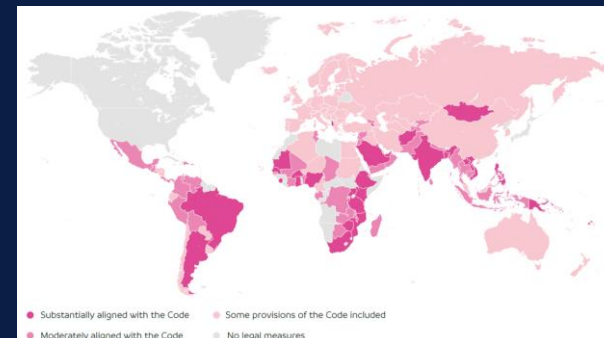


Fully implement the International Code of Marketing of Breast-milk Substitutes



Key tools

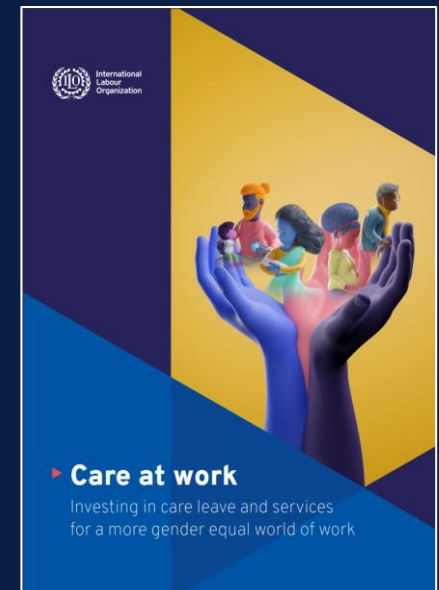
- WHA resolutions
- FAQs, online training
- Advocacy briefs
- Research reports
- Model laws
- Digital marketing guidance
- Status reports



Enact family leave & workplace breastfeeding policies



- Maternity leave
 - Paid for 18 wks (ILO R191), preferably 26 wks
- Nursing breaks
 - ILO calls for 1+ daily breaks with no age limit
- Facilities for nursing
 - At or near workplace
 - Direct breastfeeding is preferred
- Key tools
 - Advocacy briefs
 - Guide for employers
 - Case-studies



Implement the Ten Steps to Successful Breastfeeding

Ten Steps to Successful Breastfeeding



- Responsibility of every maternity facility
 - 100% coverage
 - Sustainable approach



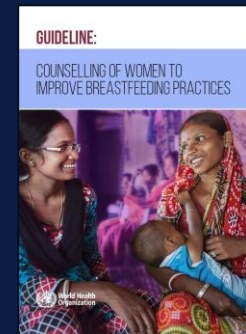
- Key tools
 - Implementation Guidance
 - Curriculum
 - BFHI Competency Verification Toolkit
 - 10 Steps for Neonatal Care
 - Donor Human Milk Banking standards
 - Monitoring Manual

Improve access to skilled lactation counselling

Counselling
in health
facilities



- Recommendations
 - pregnant women and mothers of young children
 - antenatal and postnatal period
 - at least six contacts
 - face-to-face counselling
 - trained breastfeeding counsellors
 - anticipate and address important challenges



- Key tools
 - Implementation guidance
 - Training courses
 - Model chapter for IYCF education
 - Competency verification toolkit



Strengthen linkages between health care and communities

- Mother-to-mother support groups
- Peer counselors
- Home visitors
- Community health workers
- Doulas
- Baby cafés



Track the progress of policies, programmes, and funds



- Key gaps

- Sparse data on breastfeeding practices (not timely or disaggregated)
- Limited data on how policies are implemented
- No information on investments in breastfeeding

- Key tools



Global Breastfeeding Scorecard



World Breastfeeding Trends Initiative



Data collection guides and tools

Increase funding to reach the WHA target



- Investment framework for nutrition

- Every \$1 invested in nutrition returns \$23
- IYCF counselling & KMC especially cost-effective



- Cost of Not Breastfeeding Tool

- \$507B total economic loss globally (0.6% of GDP)



Breastfeeding Call to Action



Links to key documents

Political mandates

- [Global Strategy on Infant and Young Child Feeding](#)
- [Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition](#)
- [Global nutrition targets 2030: breastfeeding brief](#)
- [UN Decade of Action on Nutrition](#)

Breastfeeding advocacy

- [Global Breastfeeding Collective: Home page](#)
- [Global Breastfeeding - A Collective Call to Action](#)
- [Investment Case for Breastfeeding](#)
- [Global Breastfeeding Scorecard, 2025](#)

Marketing

- [Code of Marketing of Breast-milk Substitutes and Subsequent WHA Resolutions](#)
- [Code Status Report 2026](#)
- [NetCode Toolkit](#)
- [Guidance on Ending the Inappropriate Promotion of Foods for Infants and Young Children](#)
- [WHO EURO Nutrient and Promotion Profile Model](#)

BFHI

- [BFHI Implementation Guidance](#)
- [BFHI Monitoring Manual](#)
- [Ten Steps poster](#)

Maternity protection

- [ILO Care at Work Report](#)

IYCF counselling

- [Guideline on Counselling of Women to Improve Breastfeeding Practices](#)
- [Implementation Guidance on Counselling Women to Improve Breastfeeding Practices](#)
- [Infant and Young Child Feeding Counselling: An Integrated Course](#)

Monitoring

- [World Breastfeeding Trends Initiative](#)
- [Indicators for Assessing Infant and Young Child Feeding Practices](#)

Financing

- [World Bank Investment Framework for Nutrition](#)
- [Cost of Not Breastfeeding Tool](#)



Thank you!