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Mother and child care

This World
Breastfeeding Week:
How can we support
you to give your baby
the best start in life?

References

1. World Health Organization, United Nations Children's Fund. Published 2002
2. Odom EC, et al. 2013
3. De Jager M, et al. 2012
4. Hoddinott P, et al. 2012

The World Health Organization recommends exclusive breastfeeding up to 6 months of age¹.

Did you know? **Up to 60% of women who breastfeed stop earlier than they want to^{2,3}:**

- Problems with infant latching on, which can cause pain or discomfort
- Believing that they are not producing enough milk
- Medical problems
- Returning to work

Although breastfeeding is natural, it can take a while to adopt a technique to suit you and your baby.

Women have been found to value healthcare professionals who take a realistic approach to feeding education and who work with families to tailor feeding solutions to their needs.⁴

If you are concerned that you may need to stop breastfeeding earlier than you would like to, ask your healthcare professional for advice.

#feedingourfuture

Feeding
our future

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