

**Why do millions of people around the world believe in the importance of breastfeeding? BECAUSE the widespread adoption of breastfeeding will:**

- SAVE the lives of over one million infants each year.
- SAVE many infants in each country from the suffering of preventable diseases.



Photo: UNICEF

Illness related to bottle-feeding is estimated to cost families and society billions of dollars. The cost in human suffering can not be measured.

- SAVE our earth's resources, including trees and other sources of energy.
- DECREASE the number of women who develop breast and ovarian cancers.
- DECREASE the pollution of air, water and land from the production and preparation of artificial baby milk and used milk tins.
- DECREASE government spending for artificial baby milk for subsidized infant feeding programmes.
- DECREASE medical costs by preventing illnesses and allergies caused by the use of artificial baby milks.
- PREVENT the economic burden on families due to the high cost of artificial feeding.
- PREVENT the devaluing of women's ability to breast-feed and affirm their important contribution to society when they breastfeed.
- PROVIDE food security for babies and an important source of nutrition for children for at least the first two years of life.
- PROVIDE a natural way to help space pregnancies which protects women's health.
- PROVIDE positive role models enabling women to learn breastfeeding skills that will be passed from generation to generation.
- FOSTER the optimal emotional, intellectual and cognitive development of the world's children.



**THE WORLD ALLIANCE FOR BREASTFEEDING ACTION (WABA)**

**W**ABA invites you, as a world citizen, to join the Alliance by participating in the global initiative to protect, promote and support breastfeeding. WABA was formed at a meeting of non-governmental organizations (NGOs) on 15 February 1991 held at UNICEF in New York, USA. Although the participating organizations and individuals come from many different perspectives, we all recognize that breastfeeding is a basic human right of all children and mothers.

You can make a difference in your community, in your country, in the world, by taking action now. Promise yourself, promise your community, promise the world's children, that alone or with others, you will act upon one or more of the suggestions in this folder.

For additional copies of this folder, more information about WABA and WABA task forces, or other ideas contact:

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-or one or more of the following specific Task Forces:

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- Information Clearinghouse, Virginia Yee, Coordinator, Clearinghouse on Infant Feeding & Maternal Nutrition, APHA, 1015 15th St. NW, Washington, D.C. 20005 USA, Fax: 202 789-5661.
- Research and Briefing Papers, Professor Michael Latham, Coordinator, Division of Nutritional Sciences, Savage Hall Cornell University, Ithaca, NY 14853 USA, Fax: 607 255-1033.
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