



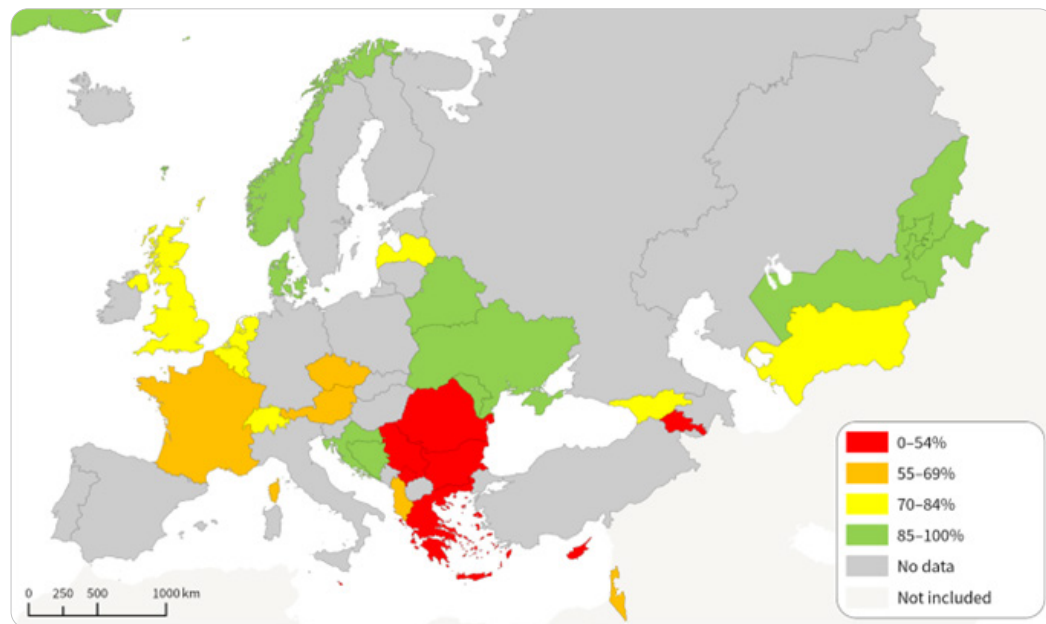
BREASTFEEDING

EUROPE HAS THE LOWEST BREASTFEEDING RATES IN THE WORLD



Too many newborns are not breastfed within their first hour of life

THE PREVALENCE OF BREASTFEEDING INITIATION WITHIN THE FIRST HOUR OF LIFE



Source: © WHO

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- Hospitals do not ensure **initiation of breastfeeding** in the first hour of life
- Too many babies receive **breastmilk substitutes** within the first two days of life
- The **Baby Friendly Hospital Initiative** is not widely implemented within and across countries
- **Exclusive breastfeeding** rates at six months of life vary widely in the Region

WHY IS THIS IMPORTANT?

- Delaying the initiation of breastfeeding after birth can have life-threatening consequences
- Breastfeeding **reduces the risk** of diarrhoea, pneumonia and asthma
- Breastfeeding has **protective effects against** obesity and noncommunicable diseases later in life
- It contributes to the **health and well being** of mothers too, reducing the risks of ovarian and breast cancer

SUCCESSFUL GOVERNANCE:

- Adopts and implement the standards set up by the Baby Friendly Hospital Initiative
- Fully implements the International Code of Marketing of Breast Milk Substitutes and relevant World Health Assembly resolutions
- Regulates and enforces restrictions on the marketing of infant formula
- Enacts paid family leave and workplace regulations to facilitate breastfeeding practices
- Invests in training and capacity building of doctors, midwives and nurses in the areas of breastfeeding protection, promotion and support
- Collects data on breastfeeding rates and practices to track progress to achieve global breastfeeding targets
- Ensures that primary health care providers encourage exclusive breastfeeding for six months