

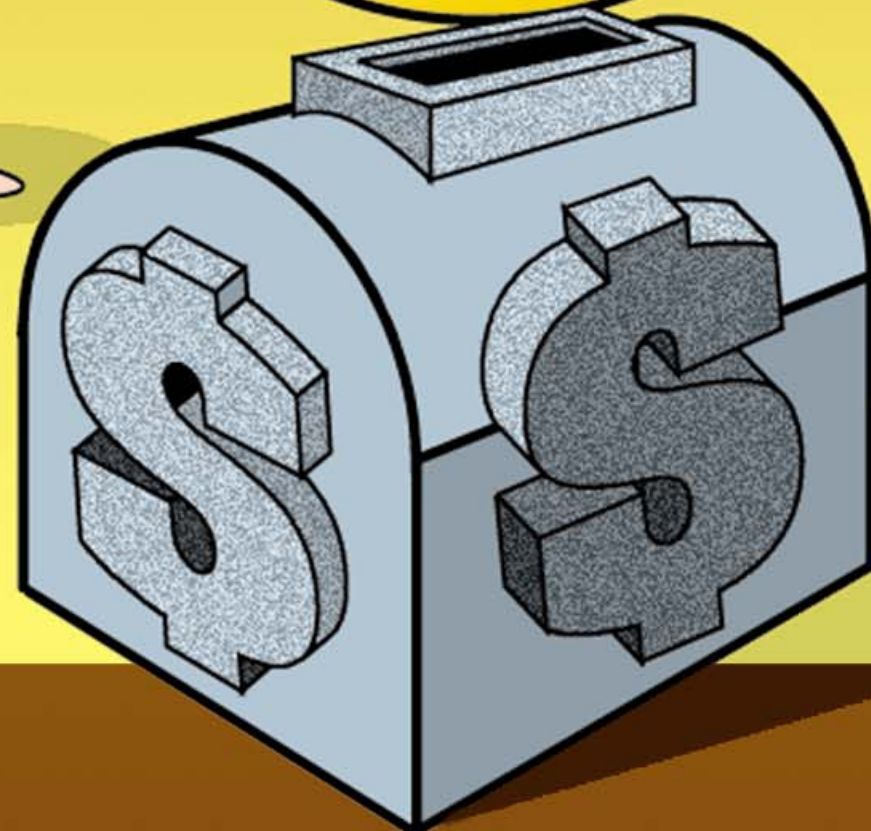
Breastfeeding: The Best Inve\$tment

HOUSEHOLDS
can save, by not
purchasing infant formula
and commercial baby
food, as well as on the
equipment, fuel and
time required for
preparation and
clean-up.

EMPLOYERS
whose policies and
facilities support the
needs of breastfeeding
women will have more loyal
workers who are less often
absent to care for sick
babies.

Savings in foreign
exchange and reduced
burdens on health care
facilities make
breastfeeding promotion
a good investment
for **NATIONS**.

Breastfeeding,
one of women's unique
contributions to society
is worth more than any
economic value assigned
to it. Breastfeeding is
"PRICELESS".



WORLD ALLIANCE FOR BREASTFEEDING ACTION

Protects, Promotes and Supports Breastfeeding Worldwide

WABA, PO Box 1200, 10850 Penang, Malaysia.

TEL: 604-658 4816 • FAX: 604-657 2655

E-MAIL: waba@streamyx.com • WEBSITE: www.waba.org.my

WABA World Breastfeeding Week 1998