

Breastfeeding: The 1st Hour

Early initiation and
exclusive breastfeeding
for six months can

Save

more than

ONE

million babies!

- The potential for saving **ONE** million babies starts with **ONE** simple action: allowing the baby to initiate breastfeeding in the first hour of life.
- Immediate skin-to-skin contact of the mother and baby and continuing with exclusive breastfeeding for six months could reduce infant and under-five mortality, by reducing the overwhelmingly high neonatal mortality rate.
- Health ministries should include the initiation of breastfeeding in the first hour as a key indicator for preventive health and support the newly revised and revitalised Baby Friendly Hospital Initiative (BFHI).
- Support from health workers, policy makers, families and communities could help mothers and babies breastfeed successfully and save **ONE** million lives.

1 - 7 AUGUST 2007

WABA World Breastfeeding Week

Protects, Promotes and Supports Breastfeeding Worldwide



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

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