

**#WBW2018**  
**“Reducing Poverty” Facebook Posts**

**1. COPY**

Poverty is affected by hunger and malnutrition. Hunger pushes poor families into a downward spiral and prevents them from breaking out of the poverty cycle. This #WBW2018, commit to breaking the cycle of poverty!

@Global Goals for Sustainable Development  
@World Health Organization (WHO)  
@UNICEF  
@UNDP

**GRAPHIC**


**Breaking  
the cycle of  
poverty**



**1 in 5 people**   
in developing regions still live on  
less than \$1.90 a day<sup>9</sup>

 Breastfeeding is one of the best  
investments in global health.  
**Every \$1 invested** in breastfeeding  
**generates \$35** in economic returns<sup>10</sup>

Shorter durations of breastfeeding  
for children were associated with a  
**2.6-point loss  
in IQ scores**<sup>10</sup> 

Not breastfeeding is associated with  
**economic losses of about  
\$302 billion** annually or 0.49%  
of world gross national income<sup>10</sup> 

9. Poverty - United Nations Sustainable Development, (n.d.). Retrieved from <https://www.un.org/sustainabledevelopment/poverty/>

10. Nurturing the Health and Wealth of Nations: The Investment Case for Breastfeeding, <http://www.who.int/nutrition/publications/infantfeeding/global-bf-collective-investmentcase.pdf>

## 2. COPY

#Breastfeeding improves the health and wellbeing of women and children and is the foundation of a country's development and future. It is the great equaliser that can help break the cycle of poverty!

#WBW2018

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@UNICEF

### GRAPHIC

#### **Economic and environmental costs of not breastfeeding**

The short- and long-term costs of not breastfeeding affect the whole of society in the following ways:

- Babies who are not breastfed have lower IQs, reducing their chances of achieving a good education and subsequently earning less later in life.
- Low breastfeeding rates contribute to increased sickness, thereby incurring higher health care and treatment costs.
- The production, packaging, storing, distribution and preparation of infant formula contributes to environmental damage.



### 3. COPY

“Not every poor person is hungry, but almost all hungry people are poor. Millions live with hunger and malnourishment because they simply cannot afford to buy enough food, cannot afford nutritious foods, or cannot afford the farming supplies they need to grow enough good food of their own” - Pinstруп-Andersen

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### 4. COPY

Breastfeeding is a universal solution that levels the playing field to give every child a fair start in life. It enables millions of young children to survive and thrive, setting them on a path towards better health and a more prosperous future!

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@WorldFoodProgramme



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