

#WBW2018
“Reducing Poverty” Twitter 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 day⁹

 Breastfeeding is one of the best
investments in global health.
Every \$1 invested in breastfeeding
generates \$35 in economic returns¹⁰

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



Not breastfeeding is associated with
**economic losses of about
\$302 billion** annually or 0.49%
of world gross national income¹⁰ 

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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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” Pinstrup-Andersen

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@GlobalGoalsUN

@WHO

@UNICEF

GRAPHIC

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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 & a more prosperous future

#WBW2018

@GlobalGoalsUN @WHO @UNICEF @WFP



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