



**Breastfeeding** is a universal solution that gives everyone a fair start in life and lays the foundation for good health and survival of children and women. Breastfeeding helps to prevent malnutrition in all its forms, ensures food security for infants and young children, and thus helps to bring people and nations out of the hunger and poverty cycle. It is therefore a foundation of life. Protecting, promoting and supporting breastfeeding is vital to a more sustainable world.

## #WBW2018 FOCUSES ON

### Preventing malnutrition in all its forms



More than **1.9 billion** adults (18 years and older) were overweight. Of these, over 650 million were obese

Globally, there were **155 million** children under 5 years of age stunted, 52 million wasted and 41 million overweight

Optimal breastfeeding helps prevent malnutrition in all its forms with positive lifelong effects on both children and mothers.

### Ensuring food security, even in times of crisis



Globally, **815 million** people are chronically food-insecure and malnourished and the vast majority (489 million) live in countries affected by conflict

More than **4000 litres** of water are needed to produce just 1 kg of infant formula powder

Breastfeeding is a climate-smart decision that helps ensure food security even in times of crisis. Protecting, promoting and supporting breastfeeding is crucial for the health of our planet and its people.

### Breaking the cycle of poverty



**1 in 5 people** in developing regions still live on less than \$1.90 a day

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

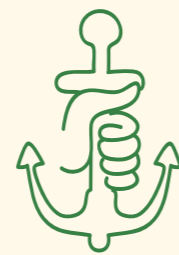
Breastfeeding improves the health and wellbeing of women and children and is the foundation of a country's development and future. It is the great equaliser that can help break the cycle of poverty.

## TAKE ACTION



### INFORM

people about the links between good nutrition, food security, poverty reduction and breastfeeding



### ANCHOR

breastfeeding as the foundation of life



### ENGAGE

with individuals and organisations for greater impact



### GALVANISE

action to advance breastfeeding as a part of good nutrition, food security and poverty reduction

**Together we can lay the foundation for a healthier, more prosperous and sustainable future.**