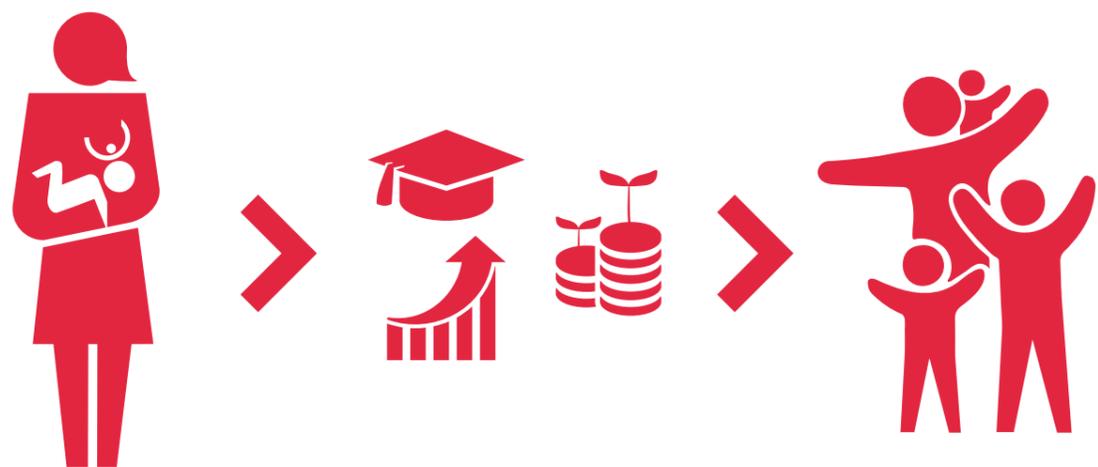


# BREAKING THE CYCLE OF **POVERTY**

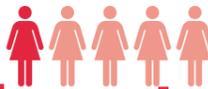


**Poverty** is affected by several factors including hunger and malnutrition. Hunger pushes poor families into a downward spiral and prevents them from breaking out of the poverty cycle.

A sustainable world begins with ending poverty in all its forms everywhere. Breastfeeding is a universal solution that levels the playing field to give every child a fair start in life. Breastfeeding powers cognitive development and the IQ of children, thus greatly improving educational attainment, participation in the workforce and lifetime earnings. It enables millions of young children to survive and thrive, setting them on a path towards better health and a more prosperous future.

It is the great equaliser that can help break the cycle of poverty.

## FACTS & FIGURES



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



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

Shorter durations of breastfeeding for children were associated with a

**2.6-point loss in IQ scores**



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



## TAKE ACTION TO BREAK THE CYCLE OF POVERTY

### INFORM

people about the links between poverty reduction and breastfeeding



**Raise** awareness of the risks and disadvantages of artificial feeding, especially in vulnerable populations.

**Have** conversations about the cost of not breastfeeding for households and countries.

### ANCHOR

breastfeeding as the foundation of life



**Integrate** breastfeeding into undergraduate and postgraduate curricula for all relevant professions.

### ENGAGE

with individuals and organisations for greater impact

**Engage** organisations that work on nutrition, hunger, food security, food aid, environment, climate change, and poverty reduction issues.

**Include** young people in developing innovative approaches to bring about change.

**Involve** men and other sources of familial support to share care and domestic responsibilities.

**Build** the capacity of multidisciplinary teams of professionals and lay workers in breastfeeding to create a warm chain of support for mothers.



### GALVANISE

action to advance breastfeeding as a part of poverty reduction



**Fully** implement and monitor the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions.

**Advocate** for greater investment in breastfeeding programmes at all levels.