

# Breastfeeding: It's a Good Start



**World Breastfeeding Week (WBW)**

**August 1st – 7th**

# Safe • Sound • Sustainable

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The **Golden Bow** is a symbol for the protection, promotion and support of breastfeeding. One loop represents the mother, the other represents the child. The knot symbolizes the father, family and society who play a pivotal role in creating a conducive environment for breastfeeding. The gold color shows that breastfeeding is the gold standard for infant feeding. The Golden Bow is a joint outreach initiative of the United Nations Children's Fund (UNICEF) and World Alliance for Breast Feeding Action (WABA)

# What is World Breastfeeding Week?

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World Breastfeeding Week (WBW) is August 1st – 7th and celebrates the signing of the Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding. It is celebrated in 120 countries on various dates. The theme for 2006 is "Code Watch: 25 Years of Protecting Breastfeeding." The International Code of Marketing of Breastmilk Substitutes, also known as "The Code," marks its 25th anniversary in 2006.

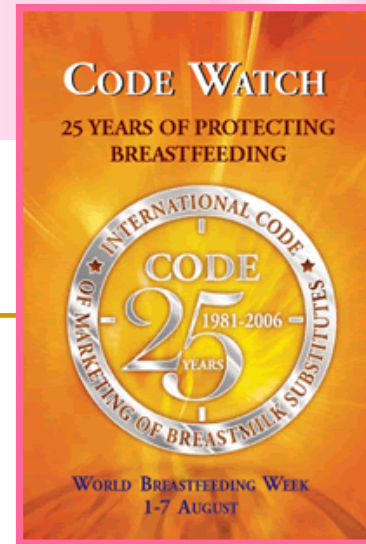


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Adopted by the World Health Assembly in 1981, The Code is an international public health recommendation which seeks to give women pure facts about feeding their babies, free of aggressive infant formula marketing influences, so that mothers can make well informed feeding decisions.

Marketing refers to all promotional activities by manufacturers and distributors, from advertising and labeling to their relations with health workers and their associations.



# What is World Breastfeeding Week?

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[The Innocenti Declaration](#) was produced and adopted in 1990 by participants at the WHO/UNICEF meeting on “Breastfeeding in the 1990s: A Global Initiative.” The document lists the benefits of breastfeeding, plus global and governmental goals.



# Benefits of Breastfeeding

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## Benefits for Baby



Breast milk is the most complete form of nutrition for infants

Breastfed infants tend to gain less unnecessary weight and are learner

Premature babies do better when breastfed compared to premature babies who are fed formula

Breastfed babies score slightly higher on IQ tests, especially babies who were born prematurely

# Benefits of Breastfeeding

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## Benefits for Mom



Breastfeeding lowers the risk of breast and ovarian cancers

Breastfeeding, especially exclusive breastfeeding, delays the return of normal ovulation and menstrual cycles. However, still talk with your doctor or nurse about birth control choices

Breastfeeding helps your uterus to go back to its original size and lessens bleeding a woman may have after giving birth

Nursing uses up extra calories, making it easier to lose the pounds of pregnancy

Breastfeeding saves time and money. You do not have to measure and mix formula, and there are no bottles to warm-up.

Breastfeeding may increase a mother's self-confidence and the feelings of closeness with their infants

# Breastfeeding Resources

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## **African American Breast Feeding Alliance**

**940 Madison Avenue  
Baltimore, MD 21201**

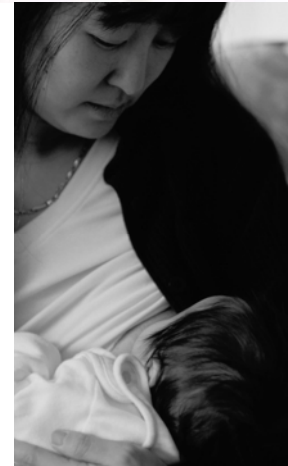
**877-532-8535**

**<http://www.aabaonline.com>**

**The American  
Academy of  
Pediatrics  
141 Northwest  
Point Blvd.  
Elk Grove Village,  
IL 60007**

**847-434-4000**

**<http://www.aap.org>**





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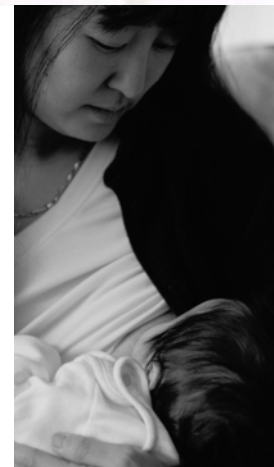


La Leche League International  
1400 N. Meacham Road  
Schaumburg, IL 60173

- Breastfeeding Materials

The **LaLeche League** offers breastfeeding information in Chinese, Czech, Dutch, Flemish, French, German, Hebrew, Hungarian, Italian, Japanese, Luxembourgish, Portuguese, Serbian, Slovenian and Spanish.

For more information, contact La Leche League at 800-525-3243 or go to <http://www.lalecheleague.org>



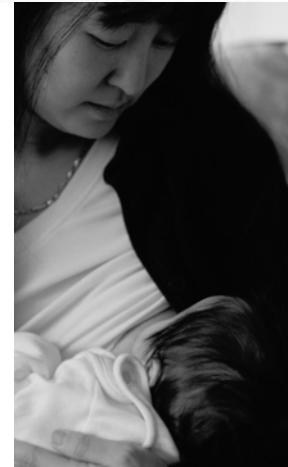
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- Breastfeeding Materials

The **National Women's Health Information Center (NWHIC)** has a Breastfeeding Helpline which operates in both English and Spanish. NWHIC also has free breastfeeding information packets. Call 800-994-WOMAN (9662) or follow the links below to download the packets.



English (all women)

<http://www.4woman.gov/pub/BF.General.pdf>

English (African American Women)

<http://www.4woman.gov/pub/BF.AA.pdf>

Spanish

<http://www.4woman.gov/pub/BF.Spanish.pdf>