



**STRONGER WITH BREASTMILK ONLY**

No water until 6 months for a healthier baby

# Breastmilk

THE ONLY SOURCE OF WATER AND FOOD BABIES NEED FROM THE MOMENT OF BIRTH AND FOR THE FIRST SIX MONTHS OF LIFE

**EXCLUSIVE BREASTFEEDING, MEANING GIVING BABIES BREASTMILK ONLY, ON DEMAND (DAY AND NIGHT) NO WATER, OR OTHER LIQUIDS OR FOODS IN THE FIRST SIX MONTHS OF LIFE, BRINGS HUGE BENEFITS TO BABIES, MOTHERS, FAMILIES, COMMUNITIES AND NATIONS**

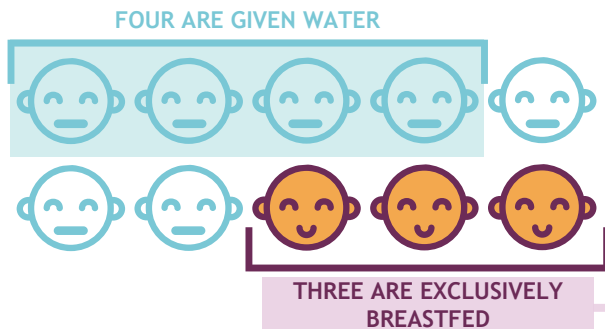


For the first six months of life

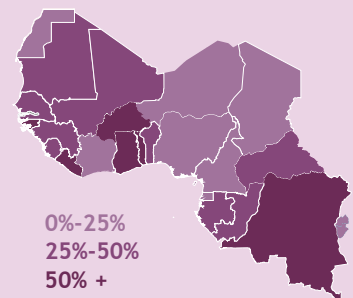


## In West and Central Africa

OUT OF EVERY 10 BREASTFED BABIES AGED UNDER SIX MONTHS, SEVEN RECEIVE LIQUIDS AND FOODS



Exclusive Breastfeeding Rates in West and Central Africa



## WHY IS GIVING WATER THE NUMBER ONE OBSTACLE TO EXCLUSIVE BREASTFEEDING IN THE FIRST SIX MONTHS OF LIFE?



Water fills up the baby's small stomach leaving less room for breastmilk

Depriving the baby of necessary nutrients and calories can contribute to undernutrition, poor growth and stunting



Even a small amount of water can introduce disease-causing germs



Germs may be transmitted through contaminated water, feeding equipment and hands



Baby with diarrhoea

Giving water reduces the mother's milk supply because less time suckling the breast decreases the amount of milk produced

4 Belief that "I don't have enough milk"

1 Giving the baby other substances

Mother fretting that milk is not enough

3 Less supply

2 Less demand for breastmilk

# WHY BREASTMILK ONLY?

Breastmilk is the safest, healthiest and best source of food and water for babies, from the moment of birth through the first six months of life

## A MOTHER'S BREASTMILK IS PERFECTLY TAILORED FOR BABIES:

Baby's first vaccine

Protects from diarrhoea and respiratory diseases

Helps babies grow healthy, smart and strong

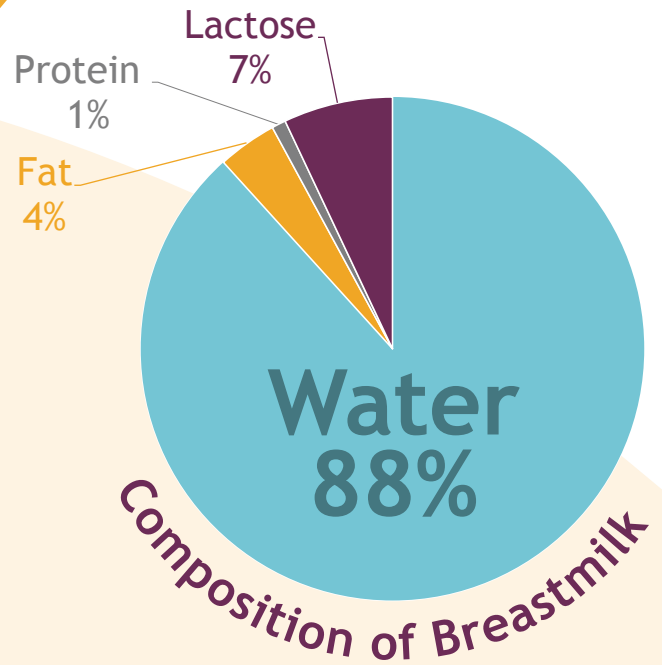
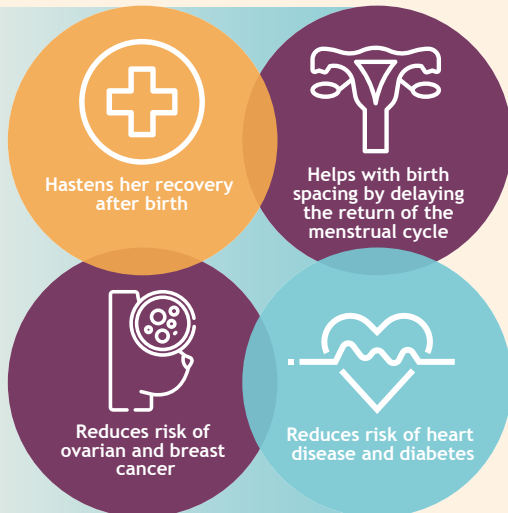
Stimulates bond between mother and baby

Contributes to healthy brain development and future intelligence scores



Breastmilk already contains all necessary water, there is no need for more in the first six months of life

## BREASTFEEDING IS ALSO GOOD FOR THE MOTHER'S HEALTH:



## EVERY \$1 INVESTED IN SUPPORTING BREASTFEEDING COULD GENERATE:

**\$35**  
IN ECONOMIC RETURNS



Breastfeeding is not a one-woman job. Mothers need support from their families, health care providers, employers, communities and governments so they can provide their children with the healthiest start to life.