

*Breastfeeding Provides  
Important Health Benefits  
to Both Mother  
and Child*

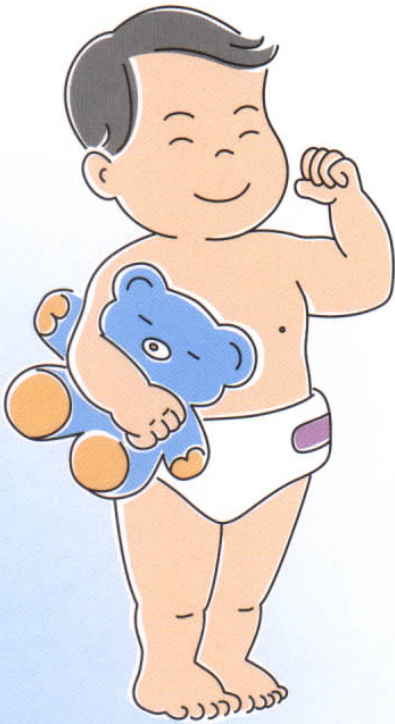




# Why Breastfeed?



## Benefits to the Baby



### ♥ *Perfect Food for the Baby*

Breastmilk contains all the nutrients that meet the baby's needs for the first 6 months of life, and continues to provide nutritional & psychological benefits for the baby beyond that age.

### ♥ *Easily Digested & Efficiently Used*

Breastmilk contains special enzymes to optimally digest & absorb the nutrients in it, helping the baby to grow strong & healthy.

### ♥ *Protects the Baby from Infections & Chronic Diseases*

Research shows that breastmilk confers a host of immunological benefits to the baby, & lowers the chance of having ear infections, meningitis, pneumonia, diarrhoea, childhood diabetes, etc.

### ♥ *Protection from Allergies*

Breastmilk confers some protection against allergies, e.g. eczema, respiratory wheeze, asthma, etc, & also prevents intolerance & allergy to cow's milk protein.

### ♥ *Improves Vaccine Effectiveness*

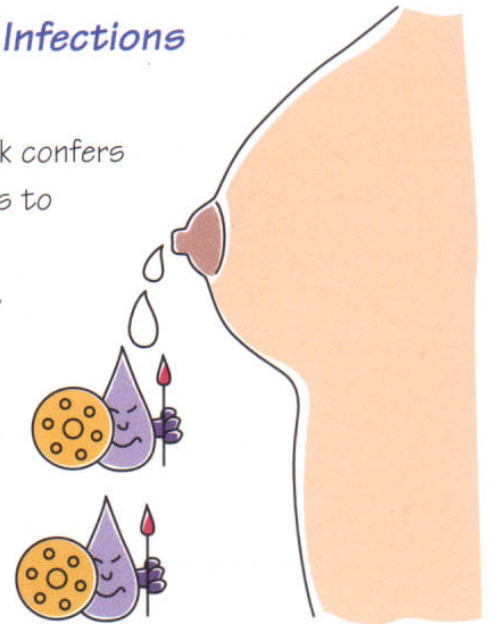
Breastfed children have a better antibody response to vaccines.

### ♥ *Enhances Brain & Retinal Development*

Studies show that breastmilk has higher levels of Omega-3 fatty acids, which contribute to brain & retinal development in young children.

### ♥ *Improves Intelligence*

Studies show that pre-term babies fed on breastmilk tend to have a higher IQ than formula-fed babies.





### ♥ *Prevents Childhood Obesity*

Breastfed babies are not likely to be overweight, since they control the required amount of intake (demand feeding), and get exactly the right amount of calories for their needs.

### ♥ *The Safest and Most Hygienic Food*

Breastfeeding can avoid the risk of contamination and bacterial infection, which are caused by improper preparation of milk formula. In addition, breastfeeding can minimize illness due to wrong dilution or use of unsuitable formula.

### ♥ *Satisfies Baby's Sense of Security*

Skin-to-skin contact during nursing can enhance bonding and increase the baby's sense of security.

## *Benefits to the Mother*

### ♥ *Enhances Bonding of the Mother & Child*

Breastfeeding enhances skin-to-skin contact, which helps to create a special bonding between the mother and baby, and increases the mother's sense of satisfaction and self-esteem.

### ♥ *Prevents Anaemia*

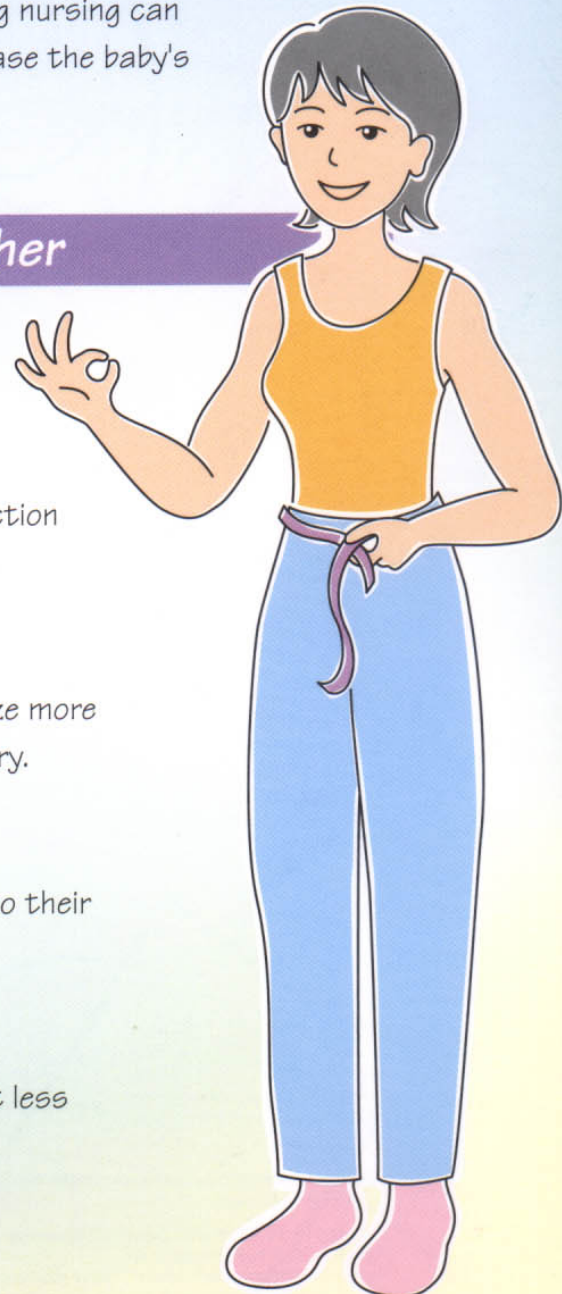
Breastfeeding helps the uterus return to its regular size more quickly, & reduces the amount of blood loss after delivery.

### ♥ *Promotes Postpartum Weight Loss*

Breastfeeding allows mothers to lose weight & return to their pre-pregnant figures faster.

### ♥ *Delays Fertility*

Frequent breastfeeding suppresses ovulation, making it less likely for a nursing mother to get pregnant.



### ♥ Provides Convenience, Saves Time & Money

Breastmilk is instantly available at any time as the best nourishment for the baby, which provides convenience, as well as saves time & money.

### ♥ Others:-

Breastfeeding, especially over a longer period of time, may reduce the risks of ovarian & pre-menopausal breast cancers, and may help to maintain strong healthy bones in older age.

## Benefits to the Community

### ♥ Environmentally Friendly

- Breastfeeding reduces pollution, and saves energy and fuels which are used in preparing milk formula.
- Breastfeeding reduces the burden on our landfills, since there is no wastage of bottles & teats.



### ♥ Reduced Health Care Costs

Breastfeeding helps to reduce health care costs because of less illness & disease in the community.

### ♥ Increased Productivity of Working Mothers

Working mothers who continue to breastfeed are generally happier & more productive at work.

**Breastfeeding is a Significant Health Decision  
with Lifelong Benefits!**

**Every Mother Has the Right to Decide  
How Her Infant Will be Fed.**

**THE CHOICE IS YOURS!**