



**Breastfeeding
is good
for everyone.**

Breastfeeding and its support...



BABIES & CHILDREN

Decreases risk of Sudden Infant Death Syndrome (SIDS) and necrotizing enterocolitis (NEC), leading causes of infant death

Decreases risk of ear infections, diarrhea, pneumonia and gastroenteritis in infancy

Reduces the incidence of childhood obesity, asthma, hypertension and some cancers

Improves IQ, academic performance and long-term productivity



MOTHERS & FAMILIES

Decreases risk of type 2 diabetes, breast and ovarian cancers for mothers

Saves families \$1,200 - \$1,500 on formula expenses in the first year of a baby's life

Reduces risk of mothers developing rheumatoid arthritis, high blood pressure and high cholesterol

Strengthens mothers' bones after weaning and reduces risk of osteoporosis



BUSINESSES & ECONOMY

Offers a 3-to-1 return on investment for businesses

Helps attract valued employees and lowers turnover rates

Boosts employee job satisfaction, morale, loyalty and productivity

Reduces \$312 million in annual healthcare costs in the U.S.

Results in fewer insurance claims and decreased employee absenteeism due to better infant health



THE ENVIRONMENT

Reduces global carbon footprint as it generally requires no packaging, fuel to prepare, or transportation to deliver

Does not create pollution or require disposal in a landfill

Creates a naturally renewable food source which is a complete source of babies' nutrition for the first six months of life

Promotes child spacing and helps control population growth