

FOR
KIDS



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Breastfeeding: Love and Health for Life



Pan American
Health
Organization



World Health
Organization

REGIONAL OFFICE FOR THE Americas



Breastfeeding makes babies smarter!

Adults who were breastfed as children score 2 to 5 points higher on cognitive development indicators. Breastfeeding is also associated with higher educational achievement ⁽¹⁾.

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
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Pan American Health Organization

January marks the start of PAHO's 112th year



February

Breastfeeding protects mothers against breast and ovarian cancer!

Women who do not breastfeed have a 4% higher risk of breast cancer and a 27% higher risk of ovarian cancer. They are also at greater risk of hypertension and cardiovascular disease ⁽²⁾.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Pan American Health Organization

February 4
World Cancer Day



Breastfeeding is good for the environment!
 Human milk is a natural, renewable food that involves no packaging, transportation, or fuel to prepare. Every one million formula-fed babies consume 150 million containers of formula, many of which end up in landfills ⁽²⁾.

March

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Pan American Health Organization

- March 8 International Women's Day
- March 13 World Kidney Day
- March 22 World Water Day
- March 24 World TB Day



April

Breast milk protects against diseases!

Breast milk is full of immunoglobulins that protect babies against pneumonia, diarrhea, ear infections, asthma, and other conditions ⁽²⁾. Breastfeeding immediately after birth is important because newborns have immature immune systems. This is why breastfeeding is also called "the first vaccine".

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Pan American Health Organization

April 7
World Health Day

April 22
International Mother Earth Day

April 25
World Malaria Day

April 26 - May 3
Vaccination Week in the Americas
World Immunization Week

April 28
World Day for Safety and Health at Work



Not breastfeeding increases health care costs!

In the United States alone, if 90% of mothers exclusively breastfed for 6 months, \$13 billion a year would be saved more than 900 deaths would be prevented ⁽³⁾.

May

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Pan American Health Organization

May 3
World Press
Freedom Day

May 15
International
Day of
Families

May 17
World
Hypertension
Day

May 19 – 24
World Health
Assembly

May 22
International Day
for Biological
Diversity

May 31
World No
Tobacco Day



June

Breast milk: a champion's first food!

Breastfeeding in the first hour of life reduces the risk of dying in the first month by almost 20% ^(4, 5). It also improves motor development. When babies are breastfed, everyone wins ⁽⁶⁾!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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29	30					

Pan American Health Organization

June 4
International Day of Innocent
Children Victims of Aggression

June 5
World Environment Day

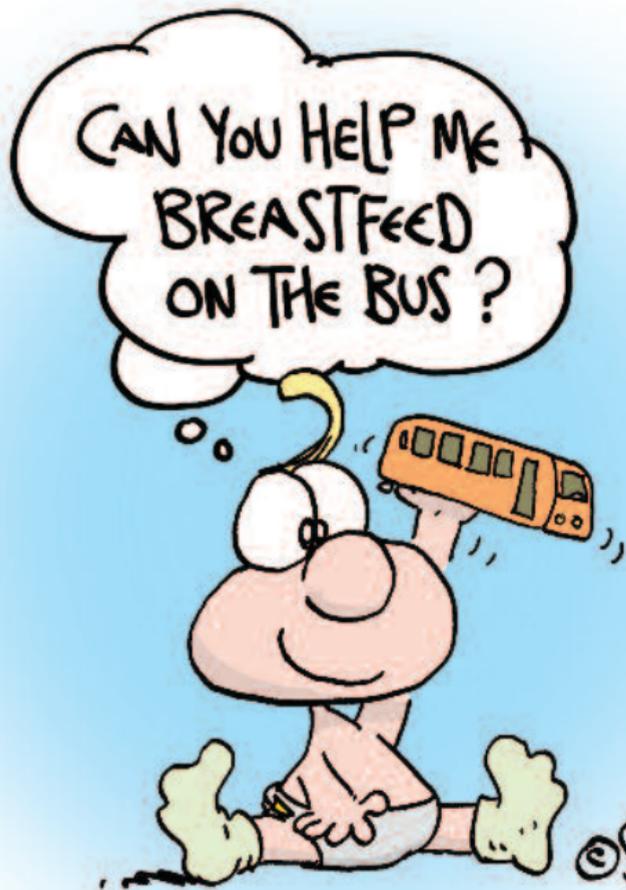
June 14
World Blood
Donor Day

June 16 - 20
PAHO Executive
Committee
Meeting

June 17
World Day to
Combat
Desertification
and Drought

June 26
International Day
against Drug
Abuse & Illicit
Trafficking

June 26
International
Day in Support
of Victims of
Torture



Mothers have the right to breastfeed anytime and anywhere!

All of society has a role to play in supporting mothers and babies so that they benefit from this natural renewable resource ⁽⁷⁾.

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Pan American Health Organization

July 11
World
Population
Day

July 28
World
Hepatitis
Day



Supporting working mothers to continue breastfeeding is good for business!

It improves employee productivity and morale and reduces absences to care for sick children ^(8, 9).

August

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Pan American Health Organization

August 1-7
World
Breastfeeding
Week

August 9
International Day
of the World's
Indigenous People

August 12
International
Youth Day



Breastfeeding helps prevent overweight in children!

Longer breastfeeding may reduce the prevalence of overweight and obesity by about 10%, helping fight the serious chronic diseases associated with these conditions ⁽¹⁾.

September

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Pan American Health Organization

September 8
International Literacy Day

September 10
World Suicide Prevention Day

September 13
Caribbean Wellness Day

September 13 - 19
Wellness Week

September 16
International Day for the Preservation of the Ozone Layer

September 21
International Day of Peace

September 28
World Rabies Day

September 29
World Heart Day

Sept. 29 - Oct. 3
PAHO Directing Council



Breastfeeding needs continued protection, promotion, and support!

The WHO International Code of Marketing of Breast-milk Substitutes provides guidelines to prevent the inappropriate marketing of breast milk substitutes, including infant formula, feeding bottles, nipples, follow-up milks, and other products advertised as full or partial substitutes for breast milk ^(10, 11).

October

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Pan American Health Organization

October 1
International Day
of Older Persons

October 4
Inter-American
Water Day

October 9
World Sight
Day

October 10
World Mental
Health Day

October 11
International Day
of the Girl Child

October 13
International
Day for
Disaster
Reduction

October 15
Global
Handwashing Day

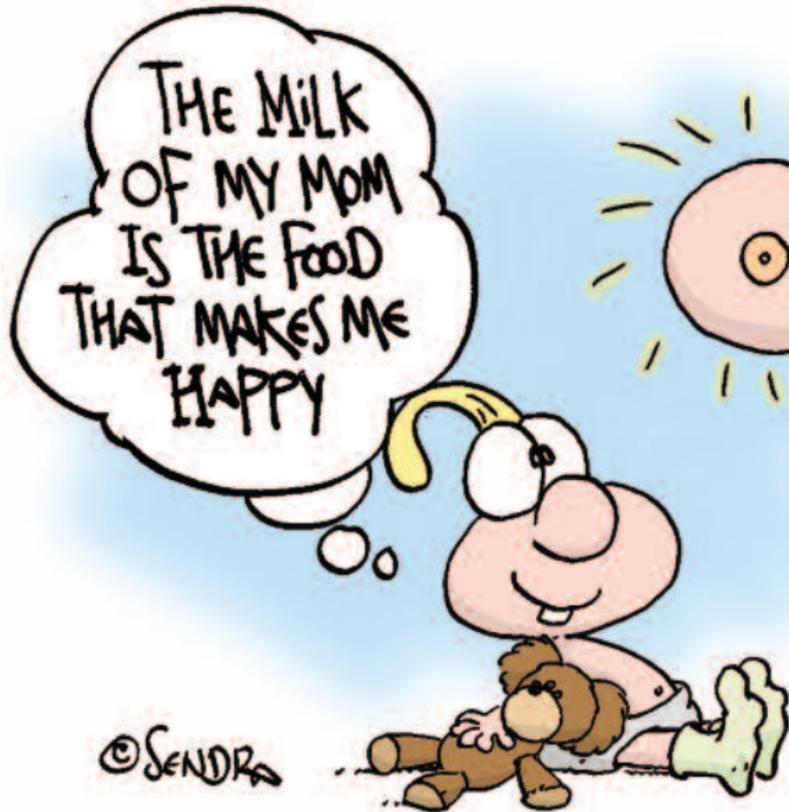
October 16
World Food Day

October 17
International
Day for the
Eradication of
Poverty

October 24
United Nations
Day

October 24
World Polio Day

November



Breastfeeding promotes attachment!

Sensitivity is enhanced when breastfeeding mothers interact with their infants. Longer breastfeeding is also associated with more sensitive maternal responsiveness and the security that comes with attachment ^(12, 13).

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Pan American Health Organization

November 6
Malaria Day in the Americas

November 8
World Radiology Day

November 14
World Diabetes Day

November 16
International Day for Tolerance

November 16
World Day of Remembrance for Road Traffic Victims

November 19
World Chronic Obstructive Pulmonary Disease Day

November 20
Universal Children's Day

November 25
International Day for the Elimination of Violence against Women



Formula is not the same thing!

Each year, more and more discoveries are being made about the nutritional and immunological components of breast milk and how they relate to growth and development. No formula can ever replace breast milk or the closeness that breastfeeding brings to both mother and child ⁽¹⁴⁾.

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Pan American Health Organization

December 1 World AIDS Day	December 2 112th PAHO Anniversary	December 3 International Day of Persons with Disabilities	December 3 Pan American Physician Day	December 10 Human Rights Day
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Fernando Javier Sendra, an Argentine cartoonist, is well known throughout Latin America for his insightful and clever character "**Yo Matias**" (Me Matias).

Mr. Sendra is the author of over 20 books, including 10 of the Yo, Matias series. In 1990, his comic strip Prudencio (now called "Yo, Matias") began to appear in El Clarín, the most popular daily newspaper in Argentina.

Since 2002, Mr. Sendra

graciously developed images for PAHO to use to promote breastfeeding. The positive response to these materials in the Americas illustrates the power of humor to deliver a public health message. Images of Matias are currently being used to promote PAHO's breastfeeding campaign under the banner "**Breastfeeding: Love and Health for Life**".

In 2010, in front of all the Ministers of Health of the Americas, Mr. Sendra was awarded PAHO's Champion of Health Award as recognition of his contributions to public health.

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For more information contact
www.paho.org/childfeeding
or contact lutterch@paho.org

www.paho.org

525 23rd St, NW
Washington DC 20037
Tel: (202) 974-3000
Fax: (202) 974-3663

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