Many women do not breastfeed as long as they would like.

To make breastfeeding work, we need:

- Trained health workers providing breastfeeding counselling during pregnancy, at birth, and for the next two years.
- Paid time off for breastfeeding or providing breastmilk after returning to work.
- Adequate paid parental leave after the birth of a baby.
- Investment in breastfeeding support programmes.
- Partners and families to support and encourage the breastfeeding mother.
- Protection from formula marketing that undermines confidence in breastfeeding.