

1. Support for breastfeeding is an environmental imperative
BMJ 2019;367:15646
www.bmj.com/content/367/bmj.l5646

2. #GreenFeeding
<https://www.gifa.org/wp-content/uploads/2019/11/2019-Green-Feeding-Europe-Worldwide-Nov6.pdf>
<https://www.gifa.org/wp-content/uploads/2019/11/2019-Green-Feeding-Key-Messages-Nov6.pdf>

3. See new Learning Outcomes for health professional training from UNICEF Baby Friendly UK
<https://www.unicef.org.uk/babyfriendly/accreditation/universities/learning-outcomes/>

#GreenFeeding FOR MOTHER EARTH

MORE INFORMATION

About infant feeding and the planet –
see Geneva Infant Feeding Association (GIFA)
<https://www.gifa.org/international/green-feeding/>

About Extinction Rebellion:
<https://rebellion.global/>

Mother and baby image © Dan Williams. Free to use, please credit artist



LACK OF SUPPORT FOR BREASTFEEDING HURTS OUR PLANET



TELL THE TRUTH

- Most mothers WANT to breastfeed
- Those who stop early say they did not want to stop
- Most mothers CAN make plenty of milk with skilled help and ongoing support
- Most babies CAN breastfeed, if their parents get help and support
- Breastfeeding is low-carbon, creates no waste, no pollution, no packaging

“OVERALL, BREASTFEEDING FOR SIX MONTHS SAVES AN ESTIMATED 95-153KG CO2 EQUIVALENT PER BABY COMPARED WITH FORMULA FEEDING.” ⁽¹⁾

- Dairy farming produces dangerous green-house gases
- Formula factories burn fossil fuels
- Lorries and ships transport ingredients around the world
- Containers, teats, bottles go into rubbish ^(1,2)

ACT

Government – All Parties! Beyond Politics!

- Ban all formula advertising – give us our *International Code of Marketing of Breastmilk Substitutes*
- Legislate for maternity protection to enable and support breastfeeding
- Fund enough health service staff to help families
- Make polluters pay

Health Services

- Train health care professionals in breastfeeding support skills
- Support equal access to donor milk from safe, sustainable milk banks

Health care professionals

- Demand more and better training ⁽³⁾
- Link up with local skilled breastfeeding support
- Clean out conflicts of interest from professional bodies, journals and conferences
- Respect mothers’ informed feeding choices
- Be kind to all parents, however they choose to feed

Local government and government agencies

- Provide services so parents who want to breastfeed get support
- Plan for infant feeding when emergencies hit us

**ALL OF US: MAKE IT HAPPEN! LOVE ALL BABIES!
BE KIND TO ALL FAMILIES! RESPECT ALL PARENTS!**

**IF YOU NEED BREASTFEEDING HELP, FIND A
BREASTFEEDING COUNSELLOR OR LACTATION CONSULTANT (IBCLC)**