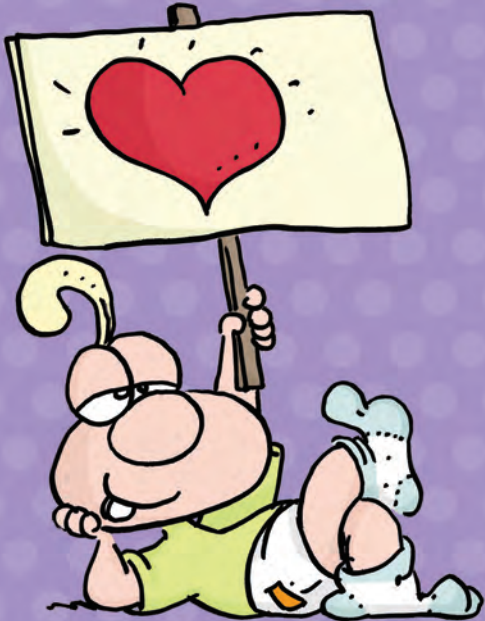


2016



# Breastfeeding: Benefits beyond babies

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Pan American  
Health  
Organization



World Health  
Organization  
REGIONAL OFFICE FOR THE  
Americas



**Breastfeeding protects against childhood leukemia**

Breastfeeding for 6 months or longer compared with no or shorter breastfeeding is associated with a 19% reduction of the risk of childhood leukemia <sup>(1)</sup>.

# January

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31						

## Pan American Health Organization

January marks the start of PAHO's 114th year



**Breastfeeding protects against sudden infant death syndrome**

Babies who are breastfed are 60% less likely to die from SIDS compared with those not breastfed. The effect is even greater for infants exclusively breastfed <sup>(2)</sup>.

# February

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**Pan American Health Organization**

February 4  
World Cancer Day

BREAST MILK !!  
NO DOUBT ABOUT IT !!!



**Duration of breastfeeding is positively associated with higher income**

A 30-year follow-up study of a cohort showed that adults who had been breastfed earned higher wages, an effect mediated through an increase in years of schooling <sup>(3)</sup>.

# March

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## Pan American Health Organization

March 8  
International  
Women's Day

March 10  
World  
Kidney Day

March 22  
World Water  
Day

March 24  
World TB Day

MY MOTHER'S MILK...  
 PERFECT TEMPERATURE,  
 TOP QUALITY AND  
 DELIVERED AT HOME!



**Workplace policies to support breastfeeding are good for business**

Workplace policies in support of breastfeeding increase employee retention, performance, loyalty, productivity and morale <sup>(4,5)</sup>.

# April

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## Pan American Health Organization

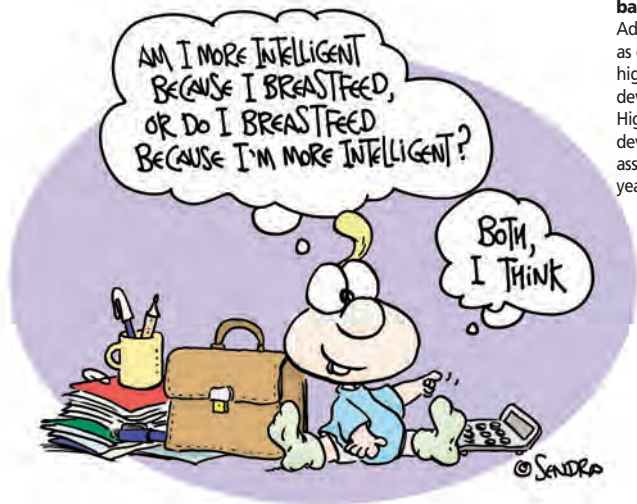
April 7  
 World Health Day

April 22  
 International Mother Earth Day

April 23 - 30  
 Vaccination Week in the Americas  
 World Immunization Week

April 25  
 World Malaria Day

April 28  
 World Day for Safety and Health at Work



**Breastfeeding makes babies smarter**

Adults who were breastfed as children score 3.4 points higher on cognitive development indicators. Higher cognitive development is associated with more years of schooling <sup>(6,7)</sup>.

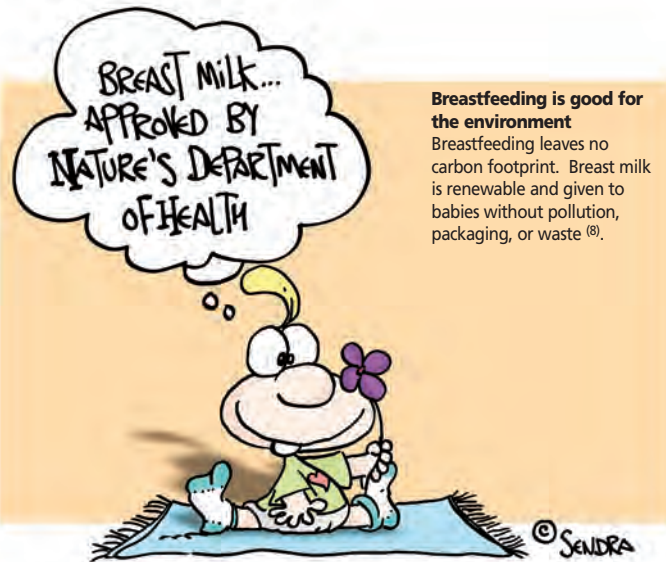
# May

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## Pan American Health Organization

3 May World Press Freedom Day	12 May International Nurses Day	15 May International Day of Families	17 May World Hypertension Day	22 May International Day for Biological Diversity	23 – 28 May World Health Assembly	31 May World No Tobacco Day
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# June



## Breastfeeding is good for the environment

Breastfeeding leaves no carbon footprint. Breast milk is renewable and given to babies without pollution, packaging, or waste <sup>(8)</sup>.

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## 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 17  
World Day to Combat Desertification and Drought

June 20 - 24  
PAHO Executive Committee Meeting

June 26  
International Day against Drug Abuse & Illicit Trafficking

June 26  
International Day in Support of Victims of Torture



**Breast milk: more than nutrition**

Beyond providing perfect nutrition and protection against infection and death, constituents in breast milk likely affect epigenetic programming at a critical time when an infant's gene expression is being developed for life <sup>(9,10)</sup>.

# July

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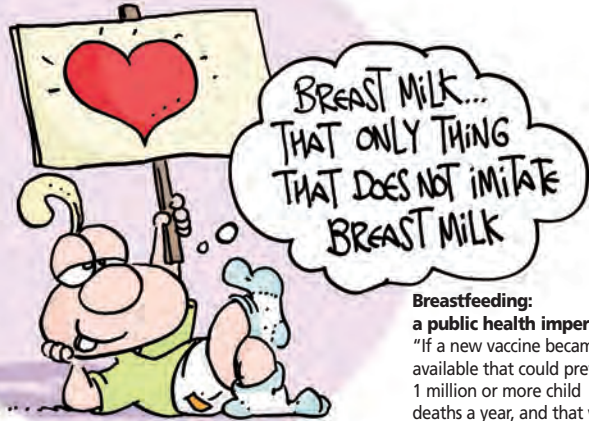
## Pan American Health Organization

July 11  
World  
Population  
Day

July 28  
World  
Hepatitis  
Day



# August



**Breastfeeding:**  
**a public health imperative**  
"If a new vaccine became available that could prevent 1 million or more child deaths a year, and that was moreover cheap, safe, administered orally, and required no cold chain, it would become an immediate public health imperative. Breastfeeding can do all this and more." <sup>(11)</sup>.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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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 and type-2 diabetes in children**

Longer breastfeeding reduces the risk of overweight/obesity by 13%, helping to fight chronic diseases caused by obesity. It also lowers the risk of type 2 diabetes by 35% <sup>(12)</sup>.

# September

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## Pan American Health Organization

8 Sept. International Literacy Day	10 Sept. World Suicide Prevention Day	12 - 18 Sept. Wellness Week	16 Sept. International Day for the Preservation of the Ozone Layer	21 Sept. International Day of Peace	26 - 30 Sept. PAHO Directing Council	28 Sept. World Rabies Day
		17 Sept. Caribbean Wellness Day				29 Sept. World Heart Day



### Breastfeeding protects women too

Women who breastfeed compared with women who don't breastfeed or breastfeed less have a 32% lower risk of type 2 diabetes, a 26% lower risk of breast cancer and a 37% lower risk of ovarian cancer <sup>(13)</sup>.

# October

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## Pan American Health Organization

October 1  
International Day  
of Older Persons

October 1  
Inter-American  
Water Day

October 11  
International Day  
of the Girl Child

October 12  
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

October 10  
World Mental  
Health Day

October 13  
World Sight Day



The 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-on milks and related products <sup>(14)</sup>. It needs to be legislated and monitored. When manufacturers and distributors are in violation, they should be sanctioned.

# November

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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

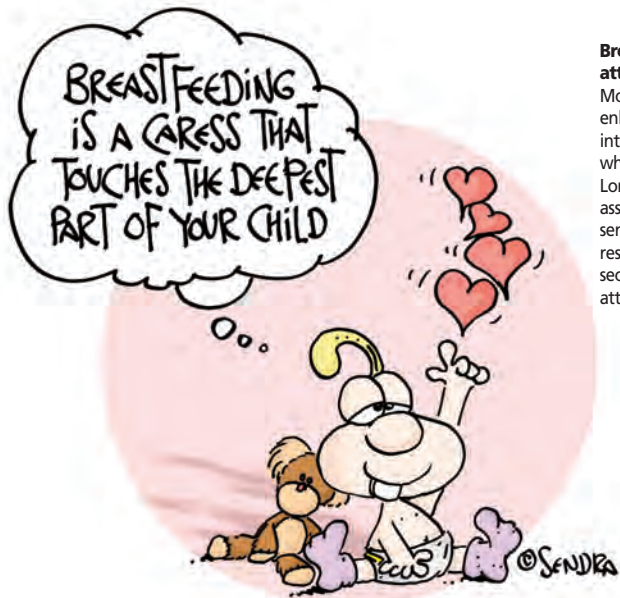
November 14 -20  
World Antibiotic  
Awareness Week

November 16  
International Day  
for Tolerance

November 20  
World Day of  
Remembrance for  
Road Traffic  
Victims

November 20  
Universal  
Children's Day

November 25  
International Day  
for the Elimination  
of Violence  
against Women



**Breastfeeding promotes attachment**

Mother-child bonding is enhanced when mothers interact with their infants while breastfeeding. Longer breastfeeding is associated with more sensitive maternal responsiveness and the security that comes with attachment <sup>(15,16)</sup>.

# December

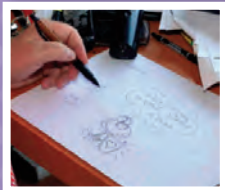
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## Pan American Health Organization

- 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
- December 12 Universal Health Coverage Day



**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, Matías series. In 1990, his comic strip Prudencio (now called "Yo, Matías") 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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