

We're not in the business of infant formula,
so we give you
just the facts.



Breastfeeding is the single most cost-effective measure to prevent child deaths.

Worldwide, scientific experts agree that breastfeeding saves lives.

According to the Lancet Child Survival Series 2003¹, 19% of all underfive deaths worldwide can be prevented through optimal breastfeeding.

Optimal breastfeeding means:

- exclusive breastfeeding for six months
- continue breastfeeding while giving safe, affordable and indigenous complementary foods, for two years and beyond

In the Philippines, about 85,000 underfive children die every year. Therefore, optimal breastfeeding could prevent 16,000 deaths yearly.

Globally, optimal breastfeeding can prevent 1.3 million child deaths.

'The Lancet is the world's leading independent medical journal. Founded 180 years ago, The Lancet is an authoritative voice in global medicine. "Our commitment to international health ensures that research and analysis from all regions of the world is widely covered" (www.thelancet.com/about).

Compared to breastfed children, formula-fed children have increased risks for sickness, death and lower IQ.

Compared to breastfed babies, formula-fed babies have:

- a five-fold risk of diarrhoea² and 16.7-fold risk of pneumonia³ -- two of the main causes of deaths among Filipino children
- 40-50% increased risk of developing asthma and wheeze⁴
- IQ 3-7 points lower, up to adulthood⁵

Even in developed countries with good hygiene and clean water, breastfed babies had⁶:

- 50% reduction of acute ear infection
- 64% reduction in the risks of non-specific gastroenteritis
- 72% reduction in the risk of hospitalization due to lower respiratory tract diseases

² Popkin BM et al. Breastfeeding and diarrheal morbidity. *Pediatrics*. 1990 Dec; 86(6): 874-82;

³ Leon-Cava N. Quantifying the benefits of breastfeeding: A summary of the evidence. *Pan American Health Organization*: 2002; Edmond KM, Zandoh C, Quigley MA, *Pediatrics*. 2006: 177:380-384; Cesar JA, Victoria CG, Barros FC et al. Impact of breastfeeding on admission for pneumonia during postneonatal period in Brazil: Nested case-control study. *British Medical Journal* 1999: 318:1316-20.

⁴ Dell S, To T. Breastfeeding and asthma in young children. *Archives of Pediatrics & Adolescent Medicine* 2001;155:1261-1265; and, Oddy WH et al. Maternal asthma, infant feeding, and the risk for asthma in childhood. *Journal of Allergy and Clinical Immunology*. 2002;110:65-67.

⁵ WHO, Evidence on the long-term effects of breastfeeding: systematic reviews and meta-analysis, 2007.

⁶ Tufts-New England Medical Center Evidence-Based Practice Center, 2007)

More children in the Philippines should receive the benefits of optimal breastfeeding.

The National Demographic and Health Survey (NDHS) provides the most accurate means of measuring breastfeeding. In 2003 NDHS⁷:

- 86.5% of infants are "ever breastfed" or breastfed even once. Conversely, 13.5% of infants are never breastfed -- making the Philippines the worst compared to 56 countries.
- 54% of women breastfeed within 1 hour of birth. Again, this is one of the lowest breastfeeding initiation rates in the world.
- By 4-5 months, only 16% are exclusively breastfeeding
- 39% of infants use infant formula in the first year of life. Of these, 28% belong to families living on less than ₱100 a day.

The World Health Assembly recognizes that the marketing of breastmilk substitutes requires special treatment, because of "the vulnerability of infants ... and the risks involved in inappropriate feeding practices"⁸.

The Philippines is a member of the World Health Assembly and a signatory of the International Code of Marketing of Breast-milk Substitutes.

⁷ National Statistics Office (Philippines) and ORC Macro, 2004. *National Demographic and Health Survey 2003*.

⁸WHO. *International Code of Marketing of Breast-milk Substitutes, 1981*.

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saving lives.

