Breastfeeding is good for everyone. We can all make society breastfeeding-friendly.

Mothers can breastfeed anytime, anywhere.

Breastfeeding is good for everyone.

Breast milk storage and handling does not require special precautions or a separate space.

For caregivers, paced bottle feeding mimics breastfeeding and supports healthy development.

We can all make society breastfeeding-friendly.

Breastfed babies are healthier babies.

Breast milk is not a biohazard.

Every family deserves breastfeeding support.

Breastfeeding protects infants, babies, and growing children from illness and disease.

Breastfeeding is the optimal feeding method for infants and children.