



BREASTFEEDING AND WORK, **LET'S MAKE IT WORK!**

## *Supporting Innovations that Enable Working Women to Breastfeed*

This year the theme of World Breastfeeding Week (1-7 August 2015) is Breastfeeding and Work. The evidence is clear, according to the WHO, breastfeeding in the first two years of a child's life can avert nearly 12% of the 6 million child deaths that are occurring each year. In addition, new research has found that prolonged breastfeeding increases a child's intelligence, lifelong educational attainment and income. However, with only modest increases in breastfeeding over the last two decades, today less than 40% of infants are exclusively breastfed for the recommended six months after birth. Alarming, in many of the countries struggling with the highest newborn and child deaths, rates of exclusive breastfeeding are below 30%.

We know that the majority of mothers want to ensure that their children grow up healthy, free of diarrhea and acute respiratory infections and with strong immune systems - some of the benefits offered by breastfeeding. And we know that labor force participation rates for women are rising, especially in low income countries. So how are policy-makers, communities and employers supporting working mothers to juggle the demands of an ever more active working life and ensure that their children receive the best nutrition possible through breastfeeding? What are the innovations that show the most promise in increasing breastfeeding rates among working mothers and how can we accelerate their development and uptake?

**J**oin us for an interactive and stimulating webinar in which we bring together experts from the private sector and the global development community to discuss new approaches to support working women to breastfeed and in which we will launch the results of an exciting study recently undertaken by Philips to identify the major barriers to breastfeeding among working mothers in urban Kenya and Ghana. As we approach the launch of the updated Global Strategy for Women's, Children's and Adolescents' Health and of the Sustainable Development Goals in September 2015, it is more urgent than ever that we make a concerted effort to ensure that all women, including working women, are enabled to achieve their breastfeeding goals.

### *Featured Speakers:*

- Dr Lydia Campbell, Director Well-being Services, IBM
- Dr Maarten van Herpen, Head of Philips Africa Innovation Hub, Royal Philips
- Evelyn Matiri, Nutrition Advisor, USAID's Maternal and Child Survival Program, PATH
- Felicity Ukoko, Head of Programmes and Advocacy, The Wellbeing Foundation Africa
- France Begin, Senior Advisor, Infant and Young Child Nutrition, UNICEF
- Leith Greenslade, Vice-Chair, MDG Health Alliance

Date: Thursday, 6 August 2015

Time: 9:00AM-10:30AM EDT / 3:00PM-4:30PM CET

RSVP to Trixie Odiamar at [todiamar@unfoundation.org](mailto:todiamar@unfoundation.org) by 31 July.

Webinar details will be sent to registered attendees before the call.