

B	I	N	G	O
breastfeeding champions play key role in supporting mothers	Aids in maternal weight loss	Can bridge the gap in health inequalities	Reduces maternal neonatal infant and childhood mortality	Protective factor against SIDS.
Breastfeeding promotes the oxytocin and dopamine feel good love hormone.	WHO- aiming to achieve 50% of exclusive breastfeeding for first six months by 2025.	Reduced maternal risk of ovarian cancer	Benefits a child's life health nutrition and development.	Reduced risk of maternal type 2 diabetes.
Time is essential	reduces risk of ear infections for babies	FREE	Breastfeeding is recommended for all babies for the first six months of life.	Increase immunity in both mother and baby
Ongoing support visits can increase rates of breastfeeding	Responsive	Professional support is integral.	Helps baby in forming more secure attachments and reduced negative temperament	Pump expressing
Hand expressing	Breastfeeding lowers risk of gastrointestinal infections for babies	Reduced risk of maternal breast cancers	reduces risk of respiratory infections in babies.	Builds a positive bond

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