

B	I	N	G	O
breastfeeding champions play key role in supporting mothers	Aids in maternal weight loss	Builds a positive bond	Responsive feeding	Protective factor against SIDS.
Breastfeeding rates 27% in local area	WHO- aiming to achieve 50% of exclusive breastfeeding for first six months by 2025.	Reduced risk of maternal breast cancers	Benefits a child's life health nutrition and development.	Reduces maternal neonatal infant and childhood mortality
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	The NHS could save £48 million	Professional support is integral.	Helps baby in forming more secure attachments and reduced negative temperament	Reduced maternal risk of ovarian cancer
Can bridge the gap in health inequalities	Breastfeeding lowers risk of gastrointestinal infections for babies	Reduced risk of maternal type 2 diabetes.	reduces risk of respiratory infections in babies	Breastmilk is tailor made to the babies needs.

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