Breastfeeding leads to healthier families and a stronger workforce. Yet, fewer than 40% of children under six months of age are fed only breastmilk. Led by UNICEF and WHO, in collaboration with many partners, the Breastfeeding Advocacy Initiative calls upon governments, donors and development partners to:

- Increase funding to reach the 2025 World Health Assembly target to raise the rate in the first 6 months of exclusive breastfeeding to at least 50%.
- Fully implement the International Code of Marketing of Breastmilk Substitutes.
- Track the progress of policies, programs & funds towards achieving national & global breastfeeding targets.
- Enact paid family leave and workplace policies to support mothers.
- Strengthen links between health facilities & communities to protect, promote, and support breastfeeding.
- Improve access to skilled lactation counseling.
- Improve breastfeeding practices in maternity facilities.

To join the initiative and for further information: breastfeeding@unicef.org.