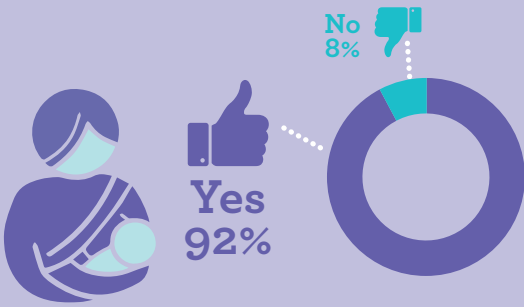
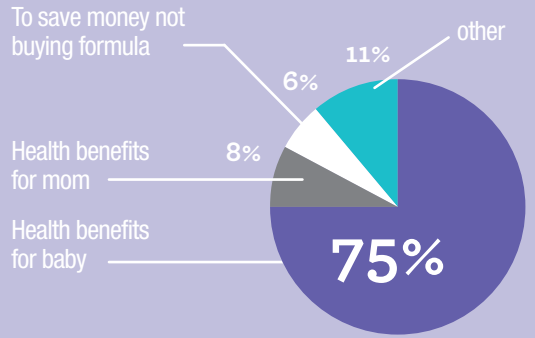


Is breast best?

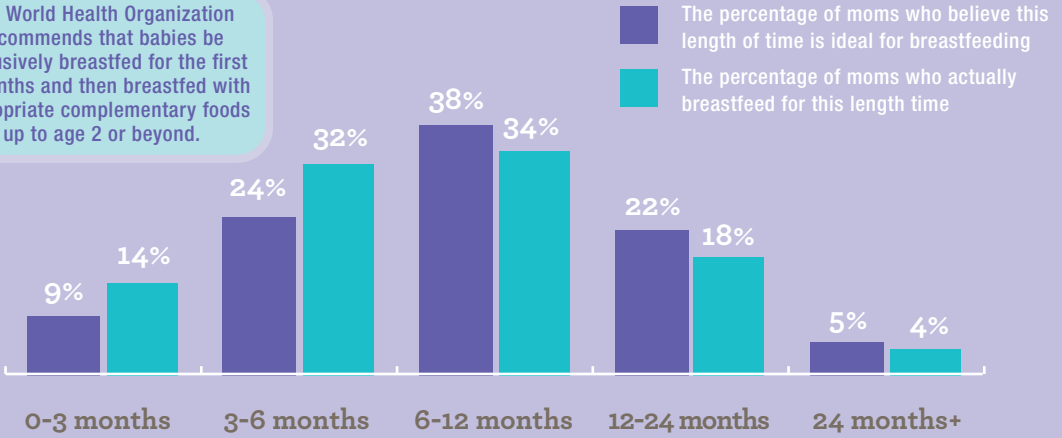


Reasons for breastfeeding?



Breastfeeding: the ideal and reality

The World Health Organization recommends that babies be exclusively breastfed for the first 6 months and then breastfed with appropriate complementary foods up to age 2 or beyond.



Breastfeeding in public is...



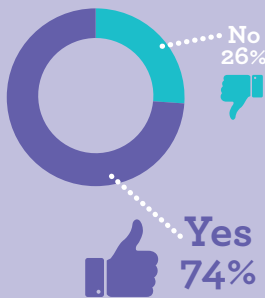
The most challenging places to breastfeed



2 in 5 moms say they have been **openly criticized** or **experienced prejudice** while breastfeeding in public.



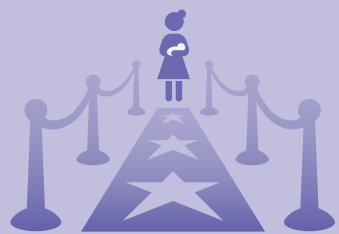
Would you feel **guilty** if you did not breastfeed?



Main fears around breastfeeding

- I wouldn't be able to breastfeed for the amount of time recommended by experts: 16%
- My baby wouldn't be able to latch on: 29%
- It would hurt: 19%

56% of women would feel **more confident** about breastfeeding if celebrities were doing it



Most admired celebrity parents

- Kate Middleton: 27%
- Blake Lively: 15%
- Alanis Morissette: 15%