

policy and program assessment, implementation, and monitoring. As forcefully stated by the executive heads of WHO and UNICEF in their forward to the Global Strategy for Infant and Young Child Feeding, There can be no delay in applying the accumulated knowledge and experience to help make our world a truly fit environment where all children can thrive and achieve their full potential".

**From UNICEF Executive Director Ann M Veneman for World Breastfeeding Week, 2005:**

"If we are to fulfill the promise of the Millennium Declaration and the Millennium Development Goals, we must renew our attention to those interventions that are effective, affordable and have significant impact. Improvements in breastfeeding and complementary feeding are essential for success in child survival, in reducing hunger, and to ensure that children develop in a manner that they may best benefit from education and opportunity".

"UNICEF applauds the commitment of all of those involved in support of child survival through optimal infant and young child feeding in the celebration of this year's World Breastfeeding Week".

**From "Investing in Development: Practical Plan to Achieve the Millennium Development Goals". 2005, Millennium Project, New York, p. 26 "The Quick Wins needed to be embedded in the longer term investment policy framework of the MDG-based poverty reduction strategy".**

"[In the design of] community nutrition programs that support breastfeeding, provide access to locally produced complementary foods, and, where needed, provide micronutrient...supplementation for pregnant and lactating women...".

**From World Health Assembly 2004:**

***From: Global strategy on diet, physical activity and health A57/9 and WHA 57/17:***

"11. Maternal health and nutrition before and during pregnancy, and early infant nutrition may be important in the prevention of non-communicable diseases throughout the life course. Exclusive breastfeeding for six months and appropriate complementary feeding contribute to optimal physical growth and mental development".

***From: Family and health in the context of the tenth anniversary of the International Year of the Family A57/12:***

"6. Almost 50% of all infant deaths in developing countries occur in the first 28 days after birth. As most infants in these countries are born at home, improvements in facility-based services will address only part of the problem and must be complemented by interventions in the home and community. A few simple interventions, such as aiding birth with skilled attendants, keeping the neonate warm, initiating breastfeeding early and recognizing and treating common infections, will greatly increase chances of neonatal survival".