

4	Reduce child mortality Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate.	By reducing infectious disease incidence and severity, breastfeeding could readily reduce child mortality by about 13%, and improved complementary feeding would reduce child mortality by about 6%. ⁹ In addition, about 50-60% of under-5 mortality is caused by malnutrition due to inadequate complementary foods and feeding following on poor breastfeeding practices ¹⁰ and, also, to low birth weight. The impact is increased in unhygienic settings. The micronutrient content of breast milk, especially during exclusive breastfeeding, and from complementary feeding can provide essential micronutrients in adequate quantities, as well as necessary levels of protein and carbohydrates.
5	Improve maternal health Reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio.	The activities called for in the Global Strategy include increased attention to support for the mother's nutritional and social needs. In addition, breastfeeding is associated with decreased maternal postpartum blood loss, breast cancer, ovarian cancer, and endometrial cancer, as well as the probability of decreased bone loss post-menopause. Breastfeeding also contributes to the duration of birth intervals, reducing maternal risks of pregnancy too close together, including lessening risk of maternal nutritional depletion from repeated, closely-spaced pregnancies. Breastfeeding promotes return of the mother's body to pre-pregnancy status, including more rapid involution of the uterus and postpartum weight loss (obesity prevention).
6	Combat HIV/AIDS, malaria and other diseases Have halted by 2015 and begun to reverse the spread of HIV/AIDS.	Based on extrapolation from the published literature on the impact of exclusive breastfeeding on MTCT, exclusive breastfeeding in a population of untested breastfeeding HIV-infected population could be associated with a significant and measurable reduction in MTCT.
7	Ensure environmental sustainability	Breastfeeding is associated with decreased milk industry waste, pharmaceutical waste, plastics and aluminium tin waste, and decreased use of firewood/fossil fuels for alternative feeding preparation, ¹¹ less CO ₂ emission as a result of fossil fuels, and less emissions from transport vehicles as breast milk is locally produced.
8	Develop a global partnership for development	The Global Strategy for Infant and Young Child Feeding fosters multi-sectoral collaboration, and can build upon the extant partnerships for support of development through breastfeeding and complementary feeding. In terms of future economic productivity, optimal infant feeding has major implications.

⁹ Jones, G. et al. How many child deaths can we prevent this year? *Lancet* 2003; 362:65-71.

¹⁰ Pelletier D.Frongillo, E. Changes in child survival are strongly associated with changes in malnutrition in developing countries. *Journal of Nutrition*. 2003;133:107-119.

¹¹ Labbok M. Breastfeeding as a women's issue: conclusions and consensus, complementary concerns, and next actions. *International Journal of Gynecology Obstetrics* 1994; 47(Suppl):S55-S61.