

OUR COMMITMENT TO BREASTFEEDING

Abbott believes breastmilk is the best nutrition for infants, and we support the World Health Organization’s goal of increasing breastfeeding rates around the world – including the promotion of exclusive breastfeeding during the first six months of life, where possible, and continued breastfeeding up to and beyond two years of age.

We also believe it’s important for all parents and their healthcare teams to choose the best feeding options for their babies and themselves – if breastmilk is not available or not chosen, infant formula is the only safe and recommended alternative.

All parents – those who breastfeed, those who need to or choose to use infant formula, and those who feed a combination of both – deserve access to information and unconditional support in their infant feeding decisions.

That’s why we provide content that supports:



PARENTS



DOCTORS



EMPLOYERS



GLOBAL CITIZENSHIP

PARENTS:

THE FEEDING EXPERT

For one-on-one nutrition help when parents need it most, Abbott provides the Feeding Expert. While this is not meant to replace a physician’s advice - it provides live assistance from trained nutrition experts, including registered dietitians and registered nurses who can provide answers to common prenatal nutrition and infant feeding questions, and help connect parents to an outside lactation consultant for breastfeeding support. This personalized nutrition support is offered in multiple countries around the world, and is available in the U.S. at **800-986-8800**.



DOCTORS:

ABBOTT NUTRITION HEALTH INSTITUTE

The Abbott Nutrition Health Institute provides health care professionals with continuing education from top experts around the world on the topic of breastfeeding – with class modules that cover teaching latching methods, managing early breastfeeding challenges, the composition and benefits of human milk, and more.



EMPLOYERS:

WORKPLACE LACTATION PROGRAMS

We understand the challenges of supporting breastfeeding mothers in the workplace. To help address this need nearly **15 years** ago we introduced **Business Backs Breastfeeding™** – a lactation program designed to help employers support mothers in their breastfeeding journey after returning to work. Since then we have also developed workplace lactation programs to support low-wage and hourly workers and mothers in the U.S. military.



GLOBAL CITIZENSHIP:

VIETNAM WOMEN’S UNION BREASTFEEDING PROGRAM

In 2011, the Breastfeeding Program was launched by the Women’s Union and its local partner in Vietnam, with funding by Abbott. The program sponsors clubs that run at the community level, and it is designed to raise awareness and enhance education on breastfeeding and nutrition for pregnant moms; and to improve nutrition and health for mothers and babies nationwide. The clubs draw upon a range of educational materials, including a guidance booklet adapted from Abbott materials. The program has now established **304 clubs** reaching nearly **12,000 people** with breastfeeding information and support. Women’s Union officials have been trained to lead the clubs and conduct outreach to expectant mothers and their partners. Since the launch of this program, nearly **60%** of all children born in Vietnam were breastfed immediately after birth, and approximately **98%** of women were aware of the benefits of breastfeeding their child for the first six months.



AFGHAN INSTITUTE OF LEARNING – EXPECTANT MOTHERS PROGRAM

Through our work to support women and children in Afghanistan through the Afghan Institute of Learning we provide funding to support Expectant Mother Workshops at four clinic sites in Afghanistan: two in Kabul Province and two in Herat Province. These workshops provide expectant mothers and their birth attendants with detailed health education focused on pregnancy, delivery, and breastfeeding practices.

BREASTFEEDING EDUCATIONAL MATERIALS:

We provide additional support for moms, pediatricians and employers from all over the world with tips on breastfeeding – with **16** educational handouts available in **21** different languages:

BREASTFEEDING EDUCATION	SPECIAL SITUATIONS	SUPPORT FOR MOMS	AS NEEDS CHANGE
<ul style="list-style-type: none"> The Basics The First Days The First Weeks Latching On Positions 	<ul style="list-style-type: none"> Breastfeeding Your Baby with Special Needs Breastfeeding with Larger Breasts & Extra Weight Breastfeeding and Postpartum Depression Breastfeeding and Surgery Providing Breast Milk for Your Premature Baby 	<ul style="list-style-type: none"> Overcoming Common Breastfeeding Concerns Practical Tips for the Breastfeeding Mom 	<ul style="list-style-type: none"> How to Introduce A Bottle Pumping & Storing Breastmilk When You Return to Work Safe Formula Preparation & Use

