



amaltheia

BABY-FRIENDLY COMMUNITIES | BREASTFEEDING

BABY-FRIENDLY COMMUNITIES FOR THE PROMOTION OF BREASTFEEDING

The AMALTHEIA intervention is implemented by the Department of Social and Developmental Pediatrics of Child Health Institute within the framework of ALKYONI National Breastfeeding Promotion Program

Our Destination is Breastfeeding

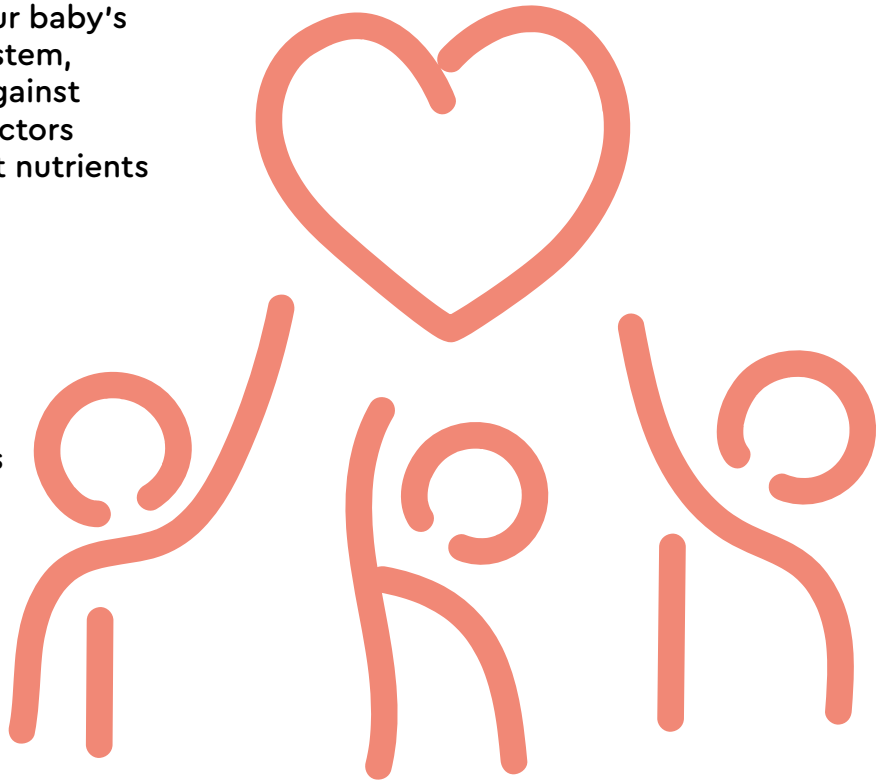
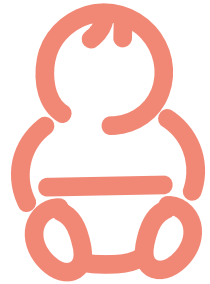


Our primary goal is a society where breastfeeding mums, parents and families are able to make informed decisions about breastfeeding, to become confident in their choices and to access available help when they need it through the collaboration of partners, services, organizations and citizens at local level.

**We make our
community a
pioneer in the
promotion of
breastfeeding**

Do you know that...

- Breast milk is the best source of nutrition for your baby
- It is a living fluid, full of antibodies and other bioactive factors that strengthen you and your baby's developing immune system, providing protection against infections, and other factors which help them digest nutrients
- The World Health Organization (WHO) recommends exclusive breastfeeding for the first 6 months of your baby's life
- Breastfeeding supports bonding between you and your baby
- It is the most cost-effective and sustainable way of feeding



However...

National studies on Maternal Breastfeeding (2007, 2017) have shown that even though mothers want to breastfeed, they are not sufficiently facilitated by health services and the wider social context.



"Let's create environments where breastfeeding is the easiest choice for all mums and their children"



The AMALTHEIA intervention is a pilot program implemented in 10 Municipalities in Greece. It includes actions and initiatives that promote and support breastfeeding in the community by providing the necessary resources, information and infrastructure to facilitate it.

Goals of AMALTHEIA intervention:

- Promotion of breastfeeding and acknowledgement of breast milk as the natural choice of feeding babies
- Building and supporting infrastructures in the community
- Empowerment of families
- Education of health professionals
- Information and awareness of the general population
- Formation of a network of local community bodies to strengthen actions that promote breastfeeding



*Baby-friendly communities
promote and **ACTIVELY**
support Breastfeeding*

Participating Municipalities

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