

Zug, September 19, 2018

## **New book helps decision-makers answer WHO challenge to increase breastfeeding rates**

**Breastfeeding is one of the most under-leveraged strategies in improving children’s health and reducing later health and disease risks. That is why the WHO challenged the world to increase rates of exclusive breastfeeding in the first six months of life up to at least 50 percent by 2025<sup>1</sup>. The new book, *Breastfeeding and Breast Milk – from Biochemistry to Impact* (Georg Thieme Verlag, Stuttgart), can help governments and influencers take up that challenge.**

**This evidence-based book presents a holistic overview of key topics linked to the influence of breastfeeding and breast milk on children’s health and development. With scientifically robust arguments, the international authors encourage governments to answer the WHO’s challenge by creating breastfeeding-friendly environments and shifting their focus from isolated activities to collaborative, multi-country, multi-stakeholder partnerships.**

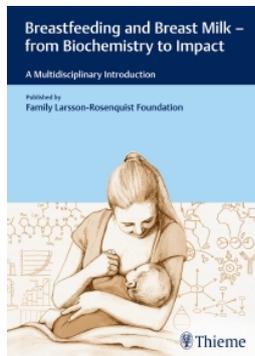
“While there are many books that offer practical information about breastfeeding, none focuses on the myriad topics surrounding it”, says Janet Prince, RM, IBCLC from the Family Larsson-Rosenquist Foundation (FLRF). “Breastfeeding can make such a huge difference to infants, families and societies – and with this book, decision-makers can enhance their knowledge and create an environment that better supports mothers to breastfeed”.

*Breastfeeding and Breast Milk – from Biochemistry to Impact* by FLRF, provides a scientifically robust overview of key topics written by leading experts from a wide range of disciplines, including medicine, sociology, political sciences, culture and economics.

Based on sound science, yet written in popular science style, the book provides decision-makers with the knowledge required to move breastfeeding higher on the public health agenda, and increase the overall promotion, protection and support for breastfeeding and the use of breast milk. Midwives and lactation consultants can also benefit from this multidisciplinary perspective.

“While it is heartening to see promotion, protection and support of breastfeeding moving higher on many governmental agendas, there is still more work to be done. No other single health intervention has the potential to reduce inequalities in health and prevent newborn and child deaths on the same scale as breastfeeding”, says Göran Larsson, Chairman of FLRF Board. “Therefore, it is our hope that by providing factual, relevant information, this book will serve as a launching point and a reference for those eager to advance the vital practice of breastfeeding”.

<sup>1</sup><http://www.who.int/nutrition/global-target-2025/en/>



Family Larsson-Rosenquist Foundation  
**Breastfeeding and Breast Milk – from Biochemistry to Impact**  
Georg Thieme Verlag, Stuttgart, 2018  
Pages: 408 | Illustrations: 73  
ISBN 978-3-13-220401-0 (print)  
eISBN 978-3-13-220421-8 (e-book)  
Price: USD 59.99; EUR [D]: 49.99; EUR [A]: 51.40

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### **About the Family Larsson-Rosenquist Foundation**

The Family Larsson-Rosenquist Foundation is one of the first foundations in the world with a prime focus on promoting and supporting breast milk and breastfeeding. Based in Zug, Switzerland, it was founded in 2013 with the aim of promoting the scientific and public recognition of breastfeeding and human milk as – given the current state of science – the best nutrition for newborns and infants. It considers itself as an instigator and promoter of new knowledge. The Foundation invests globally in projects and scientific research in breastfeeding and breast milk. It places high value on multidisciplinary collaboration and supports projects with a sustainable impact on the well-being of mother and child. For more information about the Foundation, please visit: [www.larsson-rosenquist.org](http://www.larsson-rosenquist.org)

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