

Join BreastfeedLA & Chichihualli in Supporting Lactation for a Healthier Planet



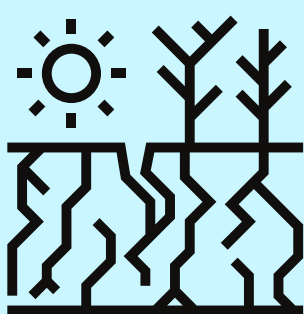
BreastfeedLA



Challenge



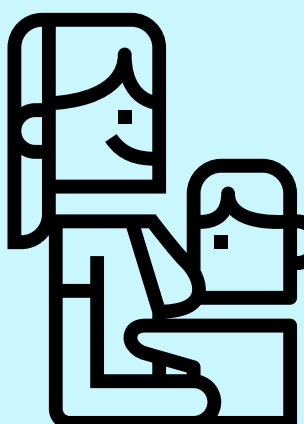
Climate change & environmental degradation are some of the most urgent challenges facing our world today.



Our food production systems & consumption patterns are significant contributors to climate change & environmental degradation.



The interconnected nature of people & the planet requires that we must find sustainable solutions that benefit both. We can reduce our carbon & our ecological footprints starting with how we feed our babies.



Only about 40% of babies born annually are exclusively breast/chestfed until 6 months. Often, there is a lack of support to breast/chestfeed, whether in the health system, workplace, or community.

Lactation is Eco-friendly

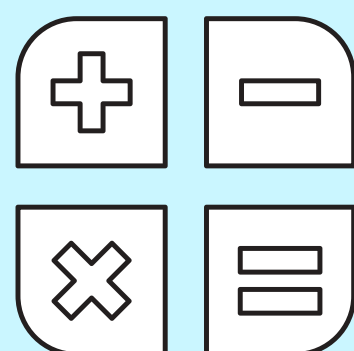
Sustainable food systems include breast/chestfeeding.

Direct breast/chestfeeding & hand expression of breastmilk are efficient in terms of reducing waste & saving energy & other resources.

A warm chain of support creates an enabling environment that empowers all parents to breast/chestfeed optimally. Together we can create a win-win situation for humanity & the planet.



Family Math Activity



To help inform the community about the impact of formula feeding on the environment & water use we have created an engaging math activity!

SOURCE: WABA | WORLD BREASTFEEDING WEEK 2020



Calculate and Participate



Calculate how much water you have saved by exclusively breast/chestfeeding as long as you have, & participate in our social media advocacy campaign. Take breast/chestfeeding selfie with your result & tag us at **@breastfeedla** on instagram to have it reposted on our social media platforms.

How much water have you saved by exclusively breast/chestfeeding?

Pounds in weight	Number of 35oz containers of formula used a month	Pounds in weight	Number of 35oz containers of formula used a month	Pounds in weight	Number of 35oz containers of formula used a month
5 lbs	1.5	12 lbs	3.5	19 lbs	5.6
6 lbs	1.8	13 lbs	3.8	20 lbs	5.9
7 lbs	2.1	14 lbs	4.1	21 lbs	6.2
8 lbs	2.4	15 lbs	4.4	22 lbs	6.5
9 lbs	2.7	16 lbs	4.7	23 lbs	6.8
10 lbs	3	17 lbs	5	24 lbs	7.1
11 lbs	3.2	18 lbs	5.3	25 lbs	7.4

Calculating Instructions

Step 1: Using the chart above determine how many containers of formula your infant would've needed according to their weight. Write your hypothetical amount of formula containers for the months that you breast/chestfed in the spaces below or a separate paper.

Infant weight month 1= ___ containers
 Infant weight month 2= ___ containers
 Infant weight month 3= ___ containers
 Infant weight month 4= ___ containers
 Infant weight month 5= ___ containers
 Infant weight month 6= ___ containers

How much water have you saved by breast/chestfeeding?

Calculating Instructions

Step 2: Add the amount of formula containers for all the months that you exclusively breast/chestfed to get the cumulative amount of hypothetical formula containers your child would have consumed. Use the formula provided below to add formula containers not used. You can stop adding at any month.

* see page 5 for an example calculation of total formula containers not used for up to 6 months due to exclusive breast chestfeeding.

Month 1 ___ containers +

Month 2 ___ containers +

Month 3 ___ containers +

Month 4 ___ containers +

Month 5 ___ containers +

Month 6 ___ containers

Total ___ formula containers not used
over ___ months of exclusive
breast/chestfeeding

It takes 1200 gallons of water to make a 35oz container of formula.

Calculating Instructions

Step 3: Input your hypothetical sum of containers not used for the total amount of months that you breast/chestfed. Multiply your number by 1200. Using your answer, fill in the statement below and write your statement on a poster or paper.

___ containers of formula
X
1200 gallons of water
=
___ gallons of water saved

I saved ___ gallons of water by breastfeeding for ___ months!!!

Participate in Social Media

Step 4: To help raise awareness on the links between breast/chestfeeding and planetary health consider sharing your result publicly on social media. Take a selfie or photo with your poster or paper and email your photo to mgonzalez@breastfeedla.org or tag us at [@breastfeedla](https://www.instagram.com/breastfeedla) to have it published on BreastfeedLA social media platforms.

SAMPLE

STEP 1: Using the chart provided, determine how many containers of formula you saved according to months of exclusive breast/chestfeeding and the weight of your baby.

Infant weight month 1= 3 containers
Infant weight month 2=3.5 containers
Infant weight month 3=4.1 containers
Infant weight month 4=4.7 containers
Infant weight month 5=5.3 containers
Infant weight month 6=5.9 containers

Step 3: Multiply your sum by 1200

26.5 containers of formula
X
1200 gallons of water
=
31800 gallons of water saved

Step 4: Share a breast/chestfeeding photo, or take a selfie, of you with your paper or poster and your statement/answer written on it on it. Then post it on social media and tag us ,or email it to us, to have it published on our social media platforms.

Step 2: Add the formula containers for all months of exclusive breast/chestfeeding

Month 1 - 3 containers +

Month 2 - 3.5 containers +

Month 3 - 4.1 containers +

Month 4 - 4.7 containers +

Month 5 - 5.3 containers +

Month 6 - 5.9 containers

Total - 26.5 formula containers not used over 6 months of exclusive breast/chestfeeding

