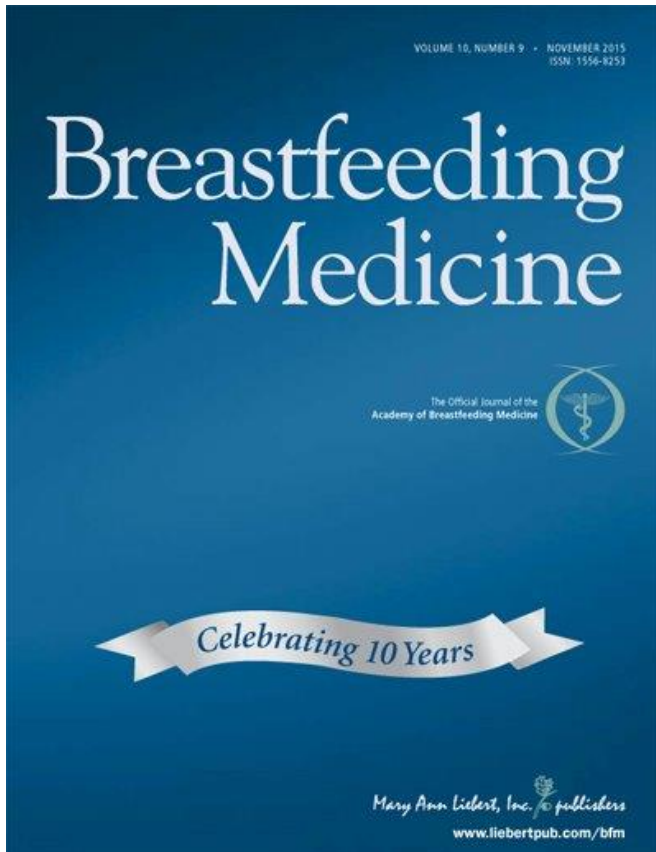


Breastfeeding is key component of World Bank's new 'Power of Nutrition' fund

1 December 2015



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Greater use of breastfeeding could transform the health and economy of developing countries according to the World Bank. The potential impact of investments to promote breastfeeding and reduce undernutrition, especially during the critical first two years of a child's life, are examined in the article, "[The Power of Nutrition and the Power of Breastfeeding](#)", published in *Breastfeeding Medicine*, the official journal of the Academy of Breastfeeding Medicine.

Keith Hansen, Global Practices Vice President, The World Bank, Washington, DC, describes

undernutrition as one of the most serious and still unattended global development challenges, in addition to being a major health problem. The World Bank recently joined with other global Foundations and organizations to launch the Power of Nutrition, a U.K.-based charity and fund that aims to target up to \$1 billion of new private and public financing over the next 5 years to improve child nutrition.

The article by Mr. Hansen in *Breastfeeding Medicine* derives from his presentation at the Seventh Annual Summit on Breastfeeding, First Food: The Essential Role of Breastfeeding, June 2015.

"It clearly takes the perspective of individuals and organizations of the stature of Keith Hansen and the World Bank to so eloquently detail that the support and expansion of breastfeeding programs not only save lives, but are the most cost efficient investment in human capital with the greatest return for world economic prosperity," says Arthur I. Eidelman, MD, Editor-in-Chief of *Breastfeeding Medicine*. "As such, a must read for all who care!"

More information: The article is available to download free on the [Breastfeeding Medicine](#) website until December 31, 2015.

Provided by Mary Ann Liebert, Inc

APA citation: Breastfeeding is key component of World Bank's new 'Power of Nutrition' fund (2015, December 1) retrieved 29 April 2021 from <https://medicalxpress.com/news/2015-12-breastfeeding-key-component-world-bank.html>

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