

Why breastfeeding is still not happening for so many mothers and infants around the world: special focus on Indonesia

Since 2001, WHO bulletin guidelines have stated that babies should be exclusively breastfed until they are six months old and the case for breastfeeding is solid. Yet, researchers and policy-makers are discovering that improving low rates of breastfeeding means more than just a focus on nutrition because the reasons behind the low rates are many and complex. This article ([link](#)) from the April 2014 bulletin showcases the breastfeeding challenge in Indonesia and provides some incisive comments about aggressive promotion from baby food companies and the lack of implementation of the 2009 Indonesian law. The problems identified in the article will be familiar to everyone working on Code implementation in their countries.

Note: GAIN, the Global Alliance for Improved Nutrition, quoted in this article, promotes Exclusive Breastfeeding for 6 months but is suspiciously silent on “continued breastfeeding for two years or beyond”...

