

## CBI Activities

### \* Educating and mobilizing future leaders and major influential groups

**Teach and mentor** future leaders in the reproductive health continuum. Develop **comprehensive education in infant feeding** and related maternal issues. Provide updated health worker **curricula**.

### \* Carrying out Technical Assistance and Applied Research

Identify obstacles to breastfeeding acceptance and action, through **translational and operational research**, and the **development of effective interventions**.

### \* Creating Breastfeeding-friendly Systems

Define **replicable breastfeeding-friendly approaches** for health care and related systems and social units.

### \* Facilitating Change: Communications

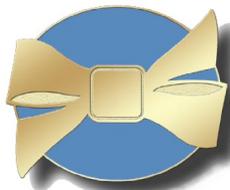
Collaborate with partners to **increase synergy and communication** around MCH issues utilizing our website, print materials for varying audiences, publications and presentations, and rapid response.

### \* Ensuring Sustainability

The Institute seeks **resources** to further our mission and improve the health of the mother/child dyad.



## What is the Golden Bow?



We use the **golden bow** because it symbolizes that exclusive breastfeeding is the gold standard for feeding in the first six months: one loop is for the mother, the other is for the child. The knot symbolizes the essential support of the partner, family and society. One streamer is for continued breastfeeding after six months with age-appropriate complementary feeding; the other is for adequate birth spacing to enhance maternal recovery as well as optimal child health outcomes.

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## THE CAROLINA GLOBAL BREASTFEEDING INSTITUTE (CBI)

NURTURING OUR FUTURE



IMPROVING THE HEALTH OF  
THE MOTHER/CHILD DYAD  
THROUGH NORMALIZING  
OPTIMAL BREASTFEEDING



UNC  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

## About Us

CBI was established in 2006 in the Department of Maternal and Child Health of the UNC Gillings School of Global Public Health, and serves as **the first such Public Health Breastfeeding Center of its kind.**



CBI furthers statewide, national, and global health through increased understanding and support for breastfeeding, with attention to associated child survival, growth and development, and maternal reproductive health and survival. Our activities seek to promote increased **quality of care** and **create an optimal breastfeeding norm.**



Our comprehensive approach includes attention to **health services, community support, legal protection, economic assessment, emergency settings, and concurrent issues, such as HIV/AIDS**, that impact the mother/child dyad.

We are grateful for funding from several donors and grants including: The John Rex Foundation, The Duke Endowment, and The Kate B. Reynolds' Charitable Trust, as well as federal grants, an anonymous North Carolina family and others.

## CBI Mission

To create an enabling environment, at the community, state, national and global levels, wherein every mother is supported to choose and to succeed in optimal breastfeeding, and every child will achieve his or her full potential through this best start on life.



Optimal breastfeeding includes:

**\*early initiation and exclusive breastfeeding for six months,**

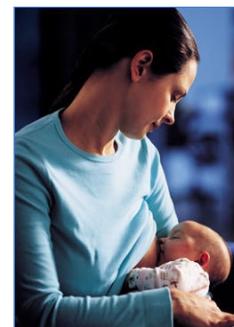
**\*continued breastfeeding with age-appropriate responsive complementary feeding for up to two years of age or longer, and**

**\*support for women and mothers to achieve reproductive health,**

ensuring that they survive, are adequately nourished, socially supported, and are enabled to succeed in optimal infant and young child feeding.

## Public Health Breastfeeding

Optimal breastfeeding is essential for child survival, growth and development, and maternal reproductive health and survival. Breastfeeding is a single intervention that results in **improved neurological, physiological, and immunological development**, and significantly reduces infant morbidity and mortality.



Conversely, lack of breastfeeding **increases** the child's risks of cancers, chronic gut disease, diabetes and cardiac disease risk factors, including obesity and high blood pressure. Lack of breastfeeding also delays child development, maternal postpartum recovery and increasing her risks of cancers and diabetes, as well as postpartum depression.

**Women's health and nutrition** before and during pregnancy, and in the **birth interval**, are central to the child's health, growth, development, and survival. Breastfeeding also plays an important role in optimal birth spacing for enhanced maternal and child health.

