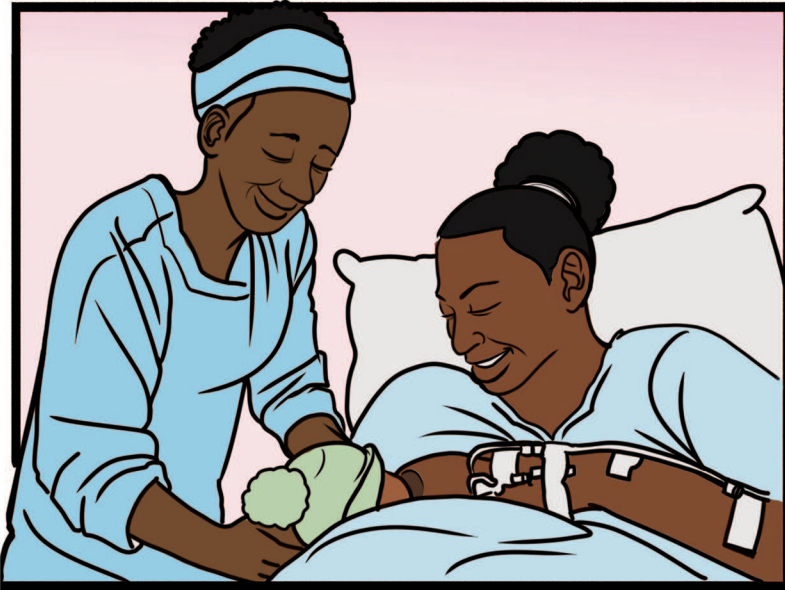




An illustrative brief to demonstrate the various layers of supporting breastfeeding

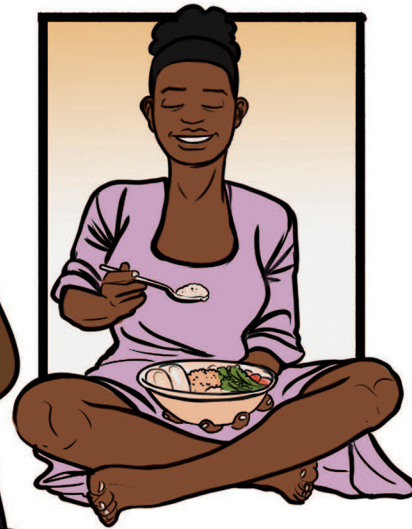
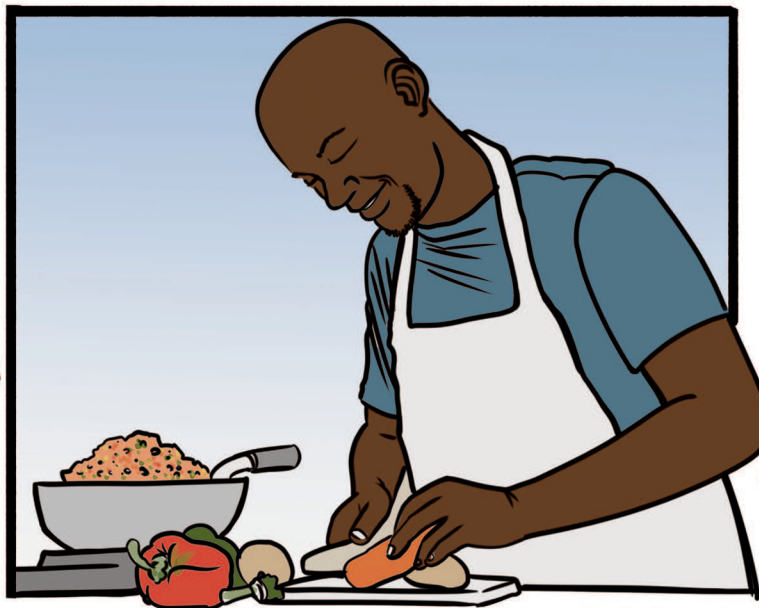
Sarah is a first time mother. She is overjoyed at the sight of her first child, Jonah. As she leaves hospital, she is determined to give her son the best start in life. Her nurse has shown her how to hold and attach her baby to the breast.

Now she is confident she will breastfeed for the next six months without fail. To realise this goal, Sarah requires support to achieve exclusive breastfeeding over the next six months.



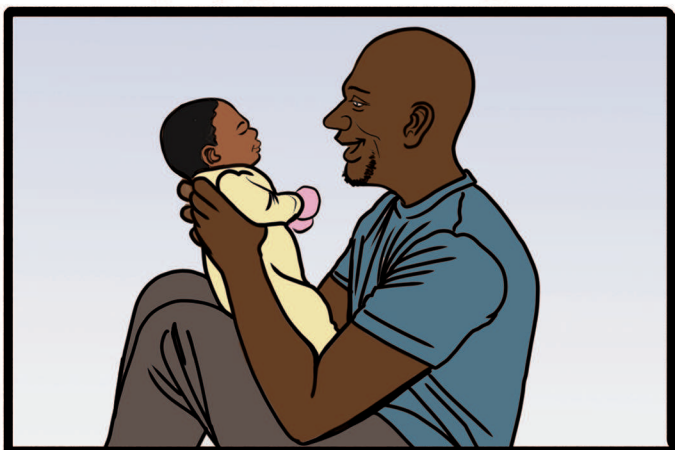
Her husband John is quite understanding. He has been helping her with the market errands and with preparing food for the family.

Sarah must keep herself healthy in order to succeed. As the baby grows, she will be able to resume her normal duties in the home.



John is also very fond of Jonah. He spends time in the evening singing to him and talking to him.

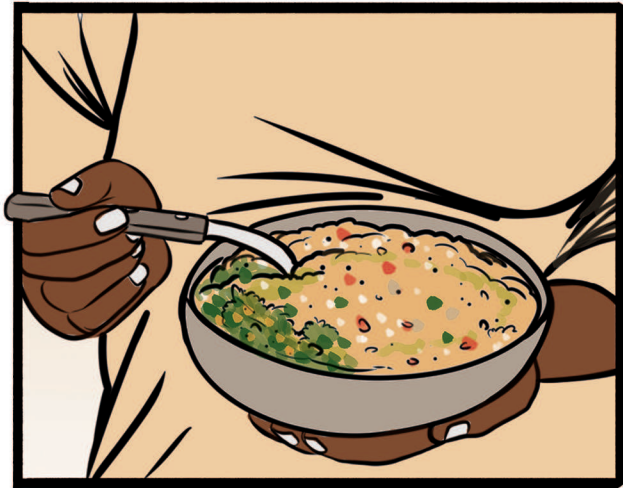
Sometimes the baby cries a lot and does not want to breastfeed. This makes Sarah tired and stressed.



When there is someone to assist, Sarah can rest and wake up calmer to soothe her baby and continue breastfeeding.



When John is away at work, Sarah's sister and mother come and check on her. They help her with heavy tasks that she cannot do on her own. Her mother encourages her to take extra fluids and two additional meals per day.



In moments like these, Sarah feels the support of her extended family and the work of breastfeeding is made lighter.



Very soon, Sarah will need to go back to work. When she thinks about it, anxiety begins to take over her mind.



The thought of leaving a 3-month old child feels unfair. The idea has occurred to resign from her position and take care of her child fully.

While this would allow her more time to bond with her child, she also needs the money. Her family needs the financial support her employment brings.



Upon her return to work, one of her workmates welcomes her and congratulates her.



The supervisor summons her to his office and tells her of a few changes in the organization. He says they have since provided for flexible reporting times for nursing mothers.

This surprises Sarah and even more the breastfeeding room that has been set aside for female staff who need to breastfeed or express milk while at work. The organization also provides a fridge where she can store the milk while she is at work.



When Sarah is away from home, the baby is fed on breast milk that she had expressed. Sarah is confident that the baby can feed on breastmilk exclusively until he is six-months old.



Back at home, Sarah's domestic help, Julia is always excited when she gets home from work. She updates Sarah on how Jonah finished his milk without a fuss, how long he slept and how he sat up and did not fall over. Even when Jonah may not feel very well, Sarah is grateful because she knows Julia will do what is best for Jonah. Julia always puts his needs first before everything else.

