

# How This Little Bag Can Help Save Billions



**The Healthy Baby Bag arrives filled with education and helpful items to support new moms with breastfeeding.**

According to the American Journal of Pediatrics, “If 90% of US families could comply with medical recommendations to breastfeed exclusively for 6 months, the United States would save \$13 billion per year and prevent an excess 911 deaths, nearly all of which would be infants (\$10.5 billion and 741 deaths at 80% compliance).”

“Investment in strategies to promote longer breastfeeding duration and exclusivity may be cost-effective.”

For complete study, see Pediatrics 2010; e1048-e1056



C O R P O R A T E

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