

## EDITORIAL

Breastmilk remains unmatched food for the infants and its replacement having benefits such as protection against diseases such as immunoglobulin and balanced nutritional properties according to infant needs, has yet to come. But mothers in our part of the world are still preferring formula over breast milk. While the indicators for child health indicators have to go a long way to reach targets a more robust operational strategy is required to promote breastfeeding.

Counseling by health workers and mandatory education about breastfeeding in secondary curriculum, formula to be sold only on doctor's prescription, proper triage for formula prescription, government laws for protection of breastfeeding in workplace, easy rosters for mothers, paid maternity leaves. Registries for mothers not doing breastfeeding including services for helping, counseling and treating conditions to ensure breastmilk production and antenatal classes for women are few strategies if ensured can reduce much child morbidity and the expenditure incurred by government in treatment of childhood illnesses.

**Razi Zaidi**

Assistant Professor of Community Medicine  
PGMI-AMC  
Lahore