War on Want said this undermined women's confidence in breastfeeding.

Playing into undernourished women's fear of harming their newborn was a "confidence trick," said War on Want. When these women felt fear, pain or sadness, their milk would dry up as a result.

The "letdown reflex, which controls the flow of milk to the mother's nipple is a nervous mechanism," the paper said. "Somehow mothers are deciding that a bottle is necessary to the milk she provides ... some mothers may even become so concerned about not having enough milk that they will not have enough."