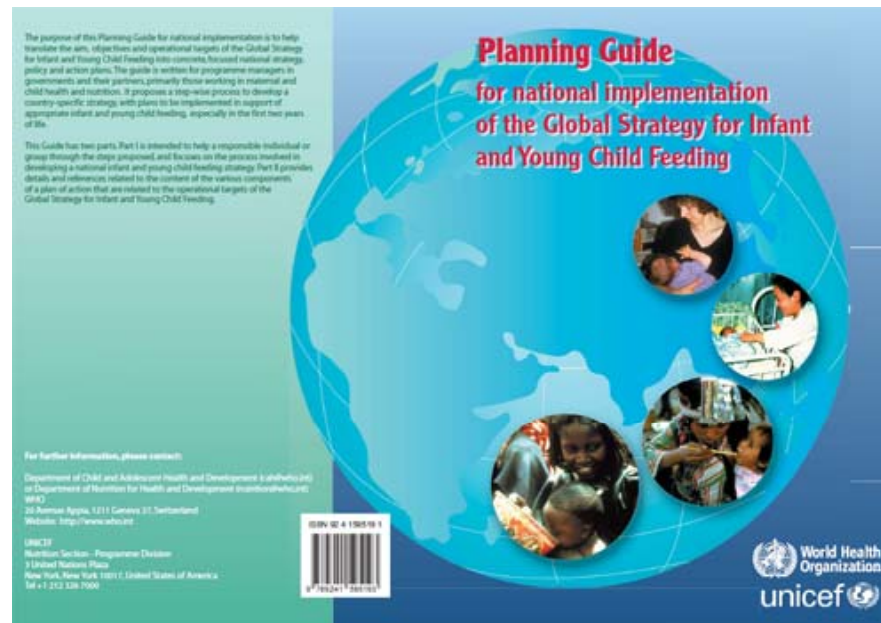
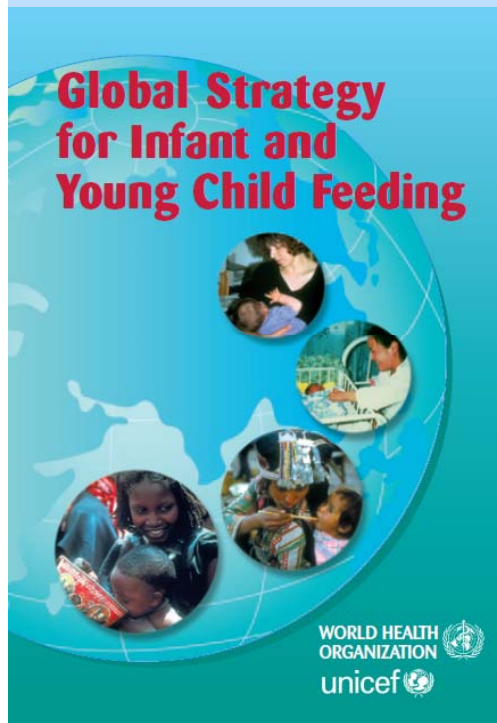


The World Breastfeeding Trends Initiative (WBTi)

@ Policy Dialogue on Scaling up
Breastfeeding Interventions: What
Will it Cost 7-8 Oct. 2013

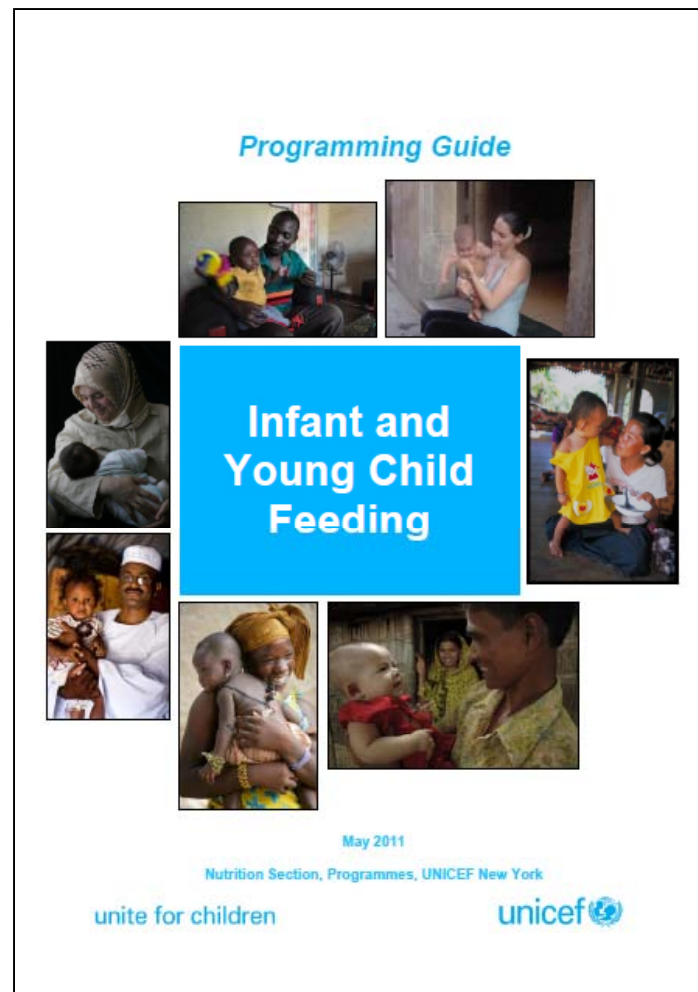


Global Strategy for IYCF



QuickTime™ and a
decompressor
are needed to see this picture.

UNICEF Guidance



Stagnant Breastfeeding Rates



Despite various global policy and advocacy initiatives since 1990, the global rate of exclusive breastfeeding has remained below 40%

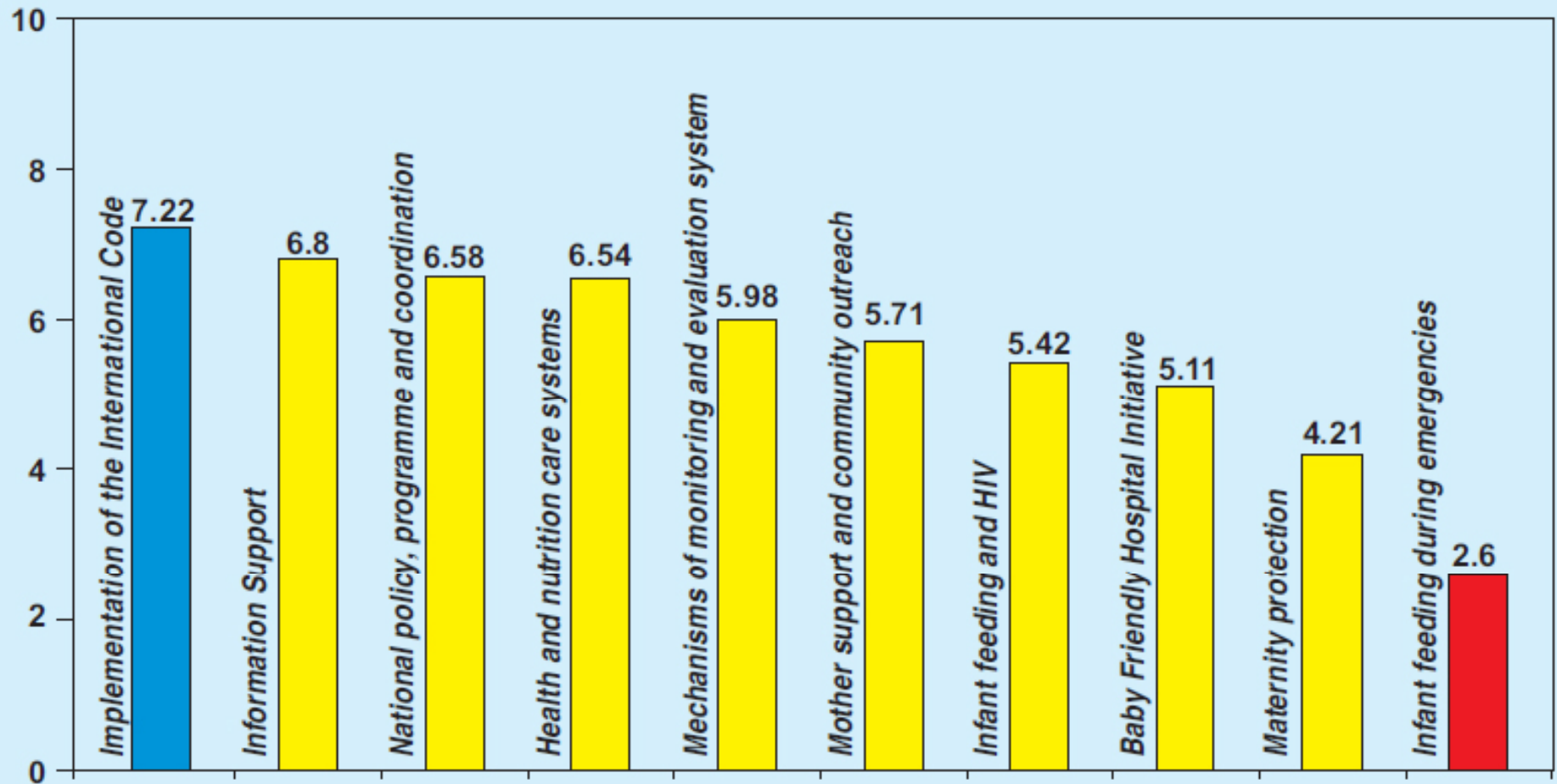
Since 1990, there has been negligible progress to raise the global rate of exclusive breastfeeding



Note: While comparable global trend data is not available for each of the above points during the period 1990–2012, global rates have only increased from 32 to 38 percent during that time frame.

Source: UNICEF

Glaring Gaps in 10 Areas



51 Country Report



2012

The World Breastfeeding Trends Initiative (WBTI)

ARE OUR BABIES FALLING THROUGH THE GAPS?

*The State of Policies and Programme Implementation of the
Global Strategy for Infant and Young Child Feeding in 51 Countries*



475 Partners Involved in WBTi assessment process in 51 Countries includes:



Partners	No. Of Countries
Government	49
UN	27
INGO	30
NGO & other professional bodies	46
Institutional bodies	18

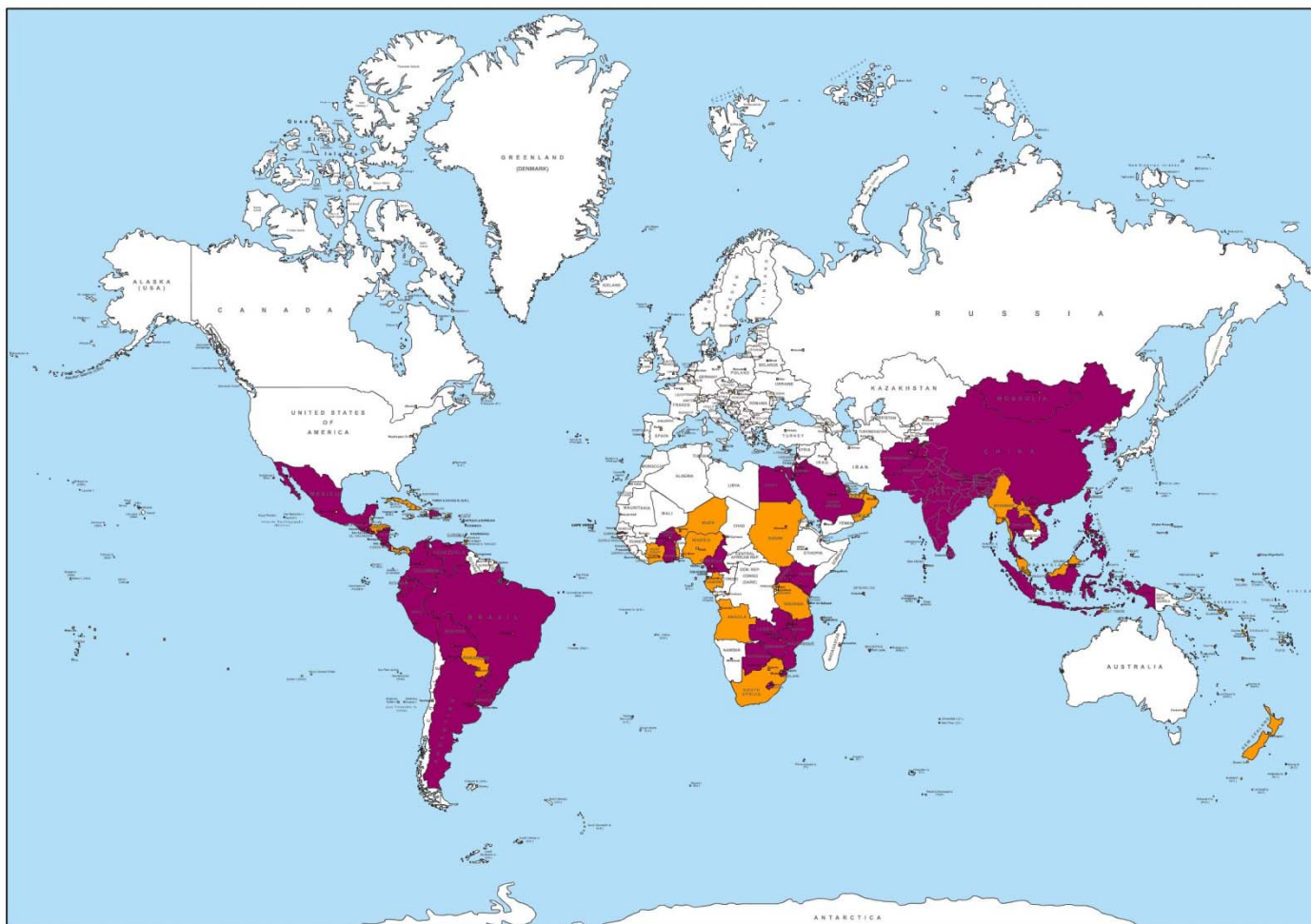
How Action is Generated?




The *WBTi ABCDE*

- **A** : Action
- **B** : Bringing People Together
- **C** : Consensus Building
- **D** : Demonstration of gaps
- **E** : Effectiveness

WBTi in 83 Countries



 WBTi National Assessment Completed

 WBTi Training done & National process on

Unique features and utility



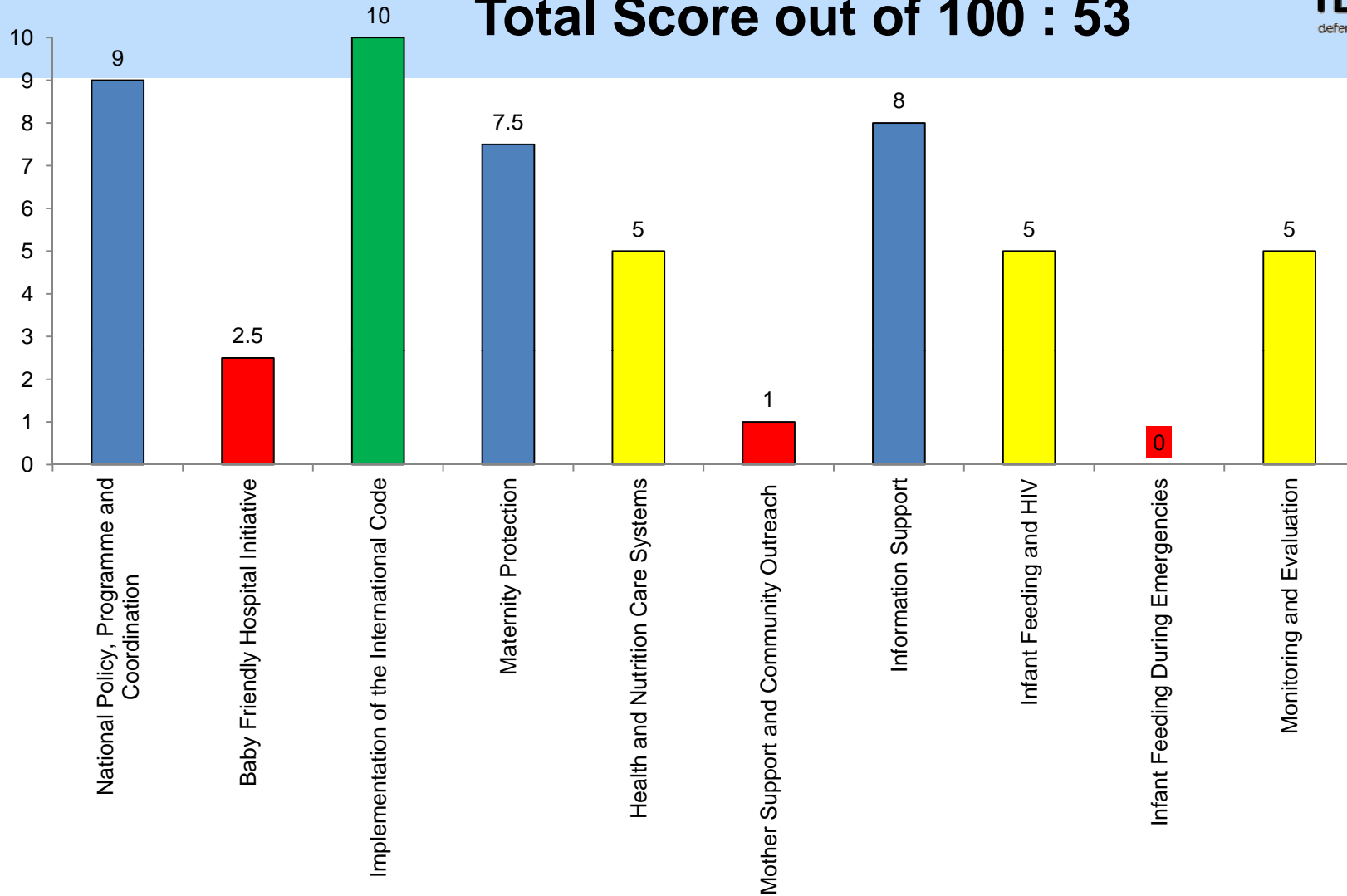
- Measures the degree to which conditions are present at country level to support women for breastfeeding and governments fulfill their HR obligations
- Provides easy to interpret colour coded results to communicate clearly.
- It's a first of its kind database of policy and programmes and has universal access.
- Predictable tool for improving breastfeeding practices
- *WBTi* is simple tool with reliable indicators to measure inputs and generate national action on it ...track implementation of the Global Strategy.

Brazil - Policy and programmes (Ind. 1-10) 2008



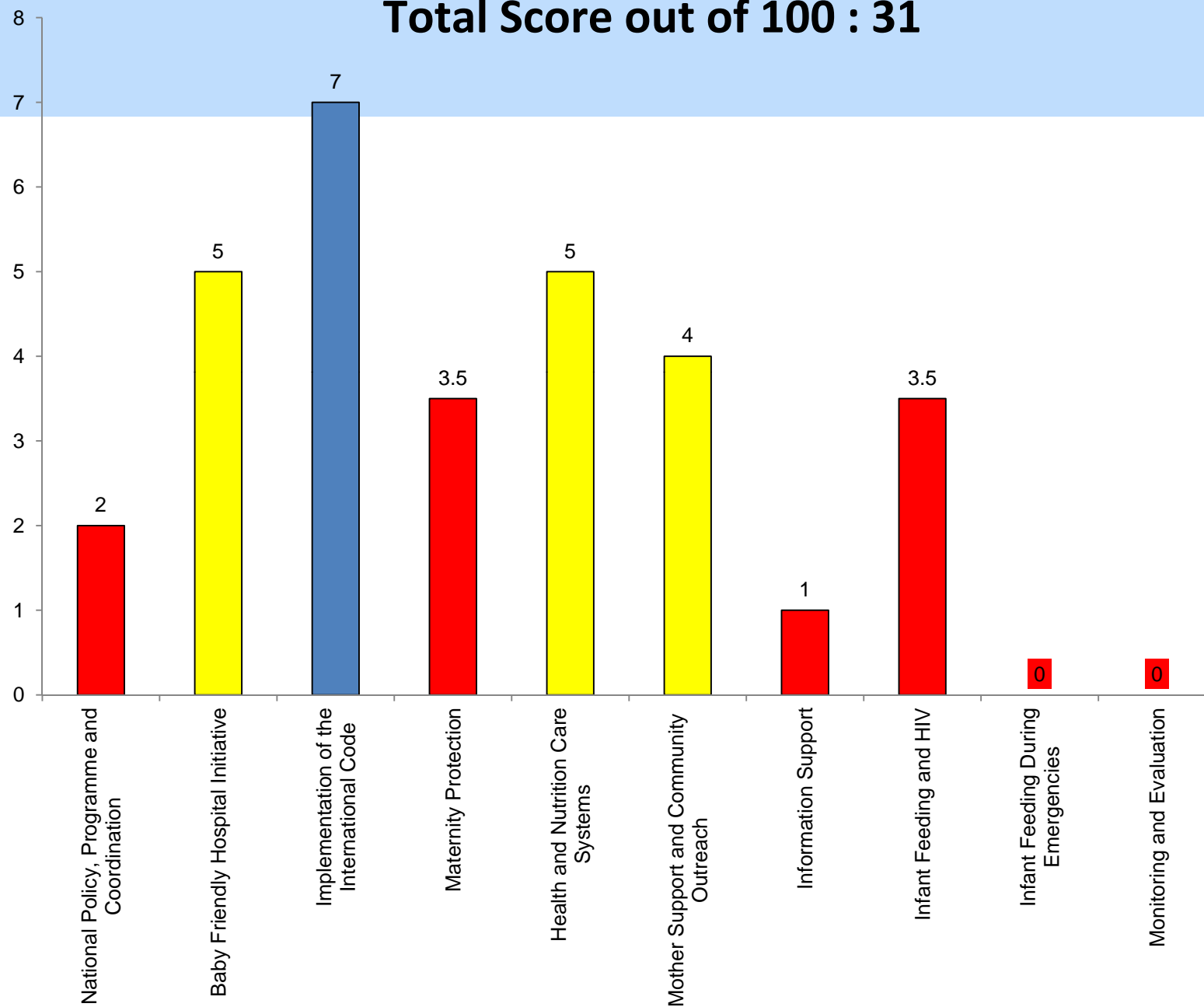
IBFAN
defending breastfeeding

Total Score out of 100 : 53



Mexico - Policy and programmes (Ind. 1-10) 2008

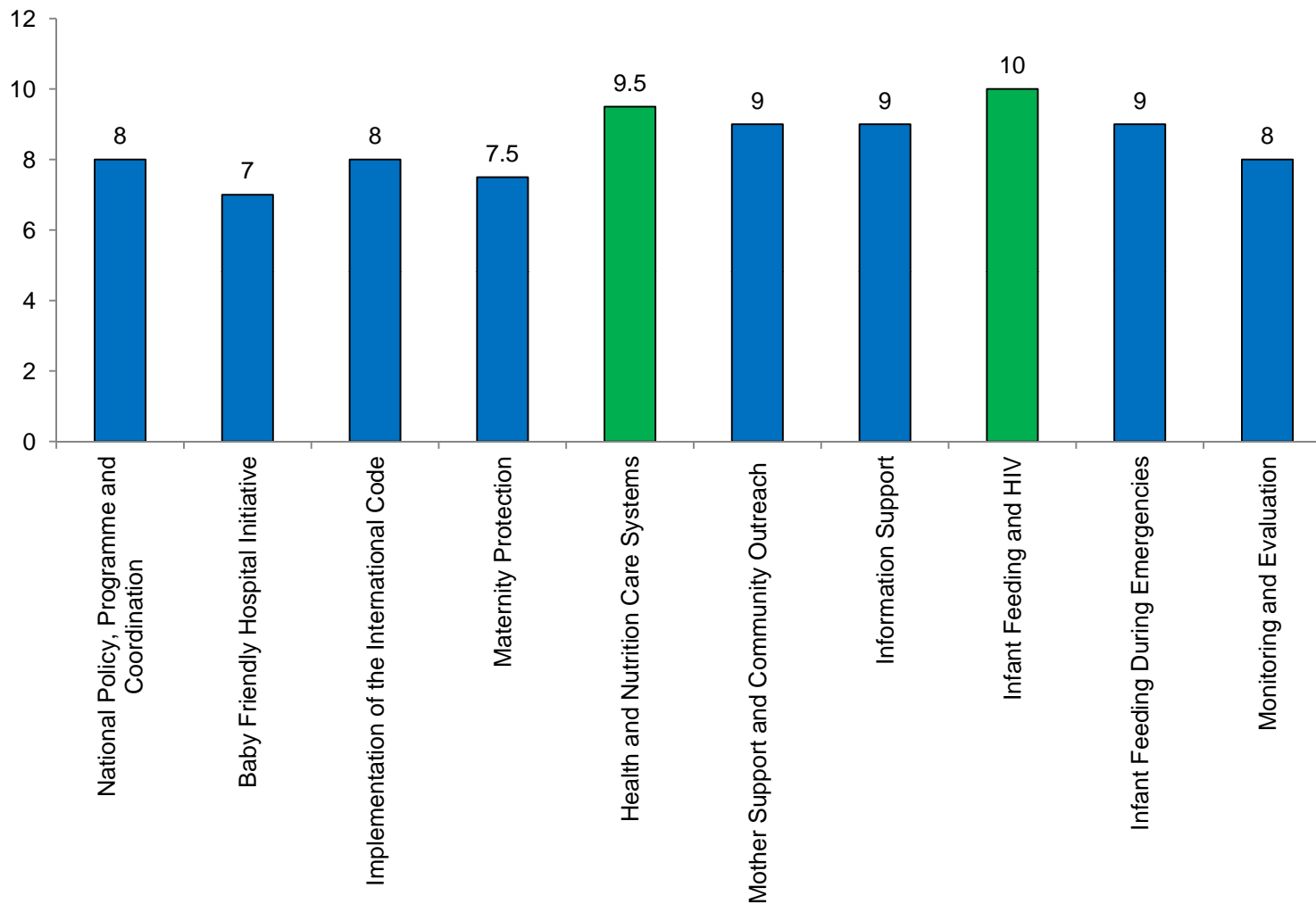
Total Score out of 100 : 31



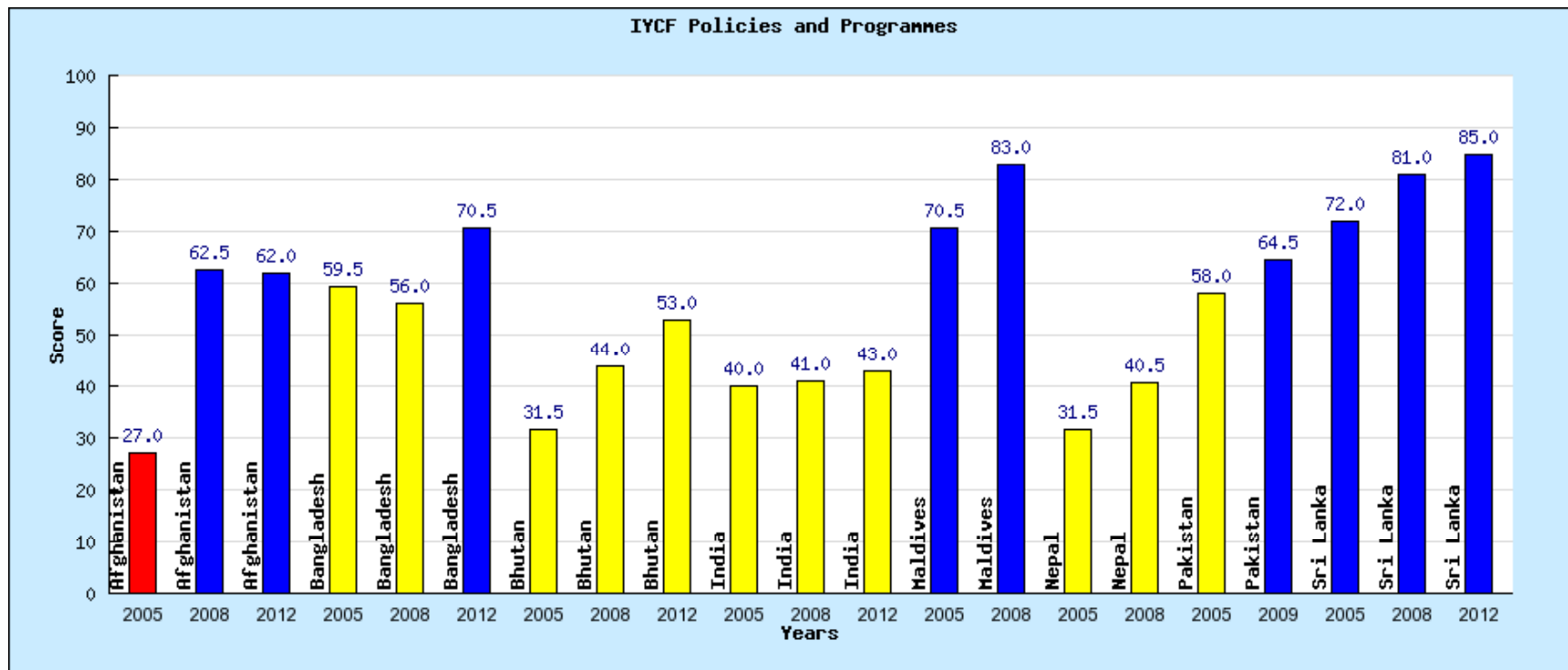


Sri Lanka - Policy and programmes (Ind. 1-10) 2012

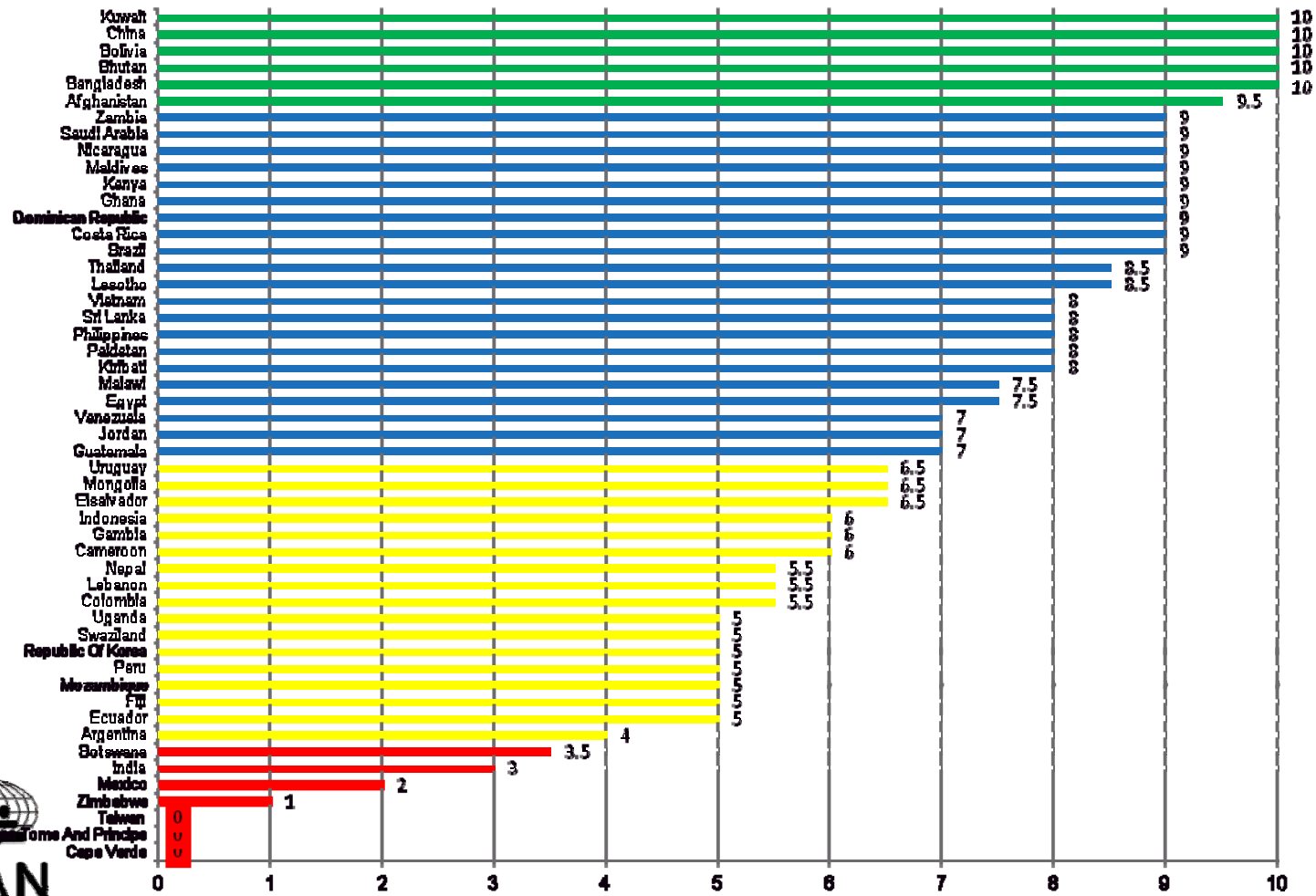
Total Score out of 100 : 85



South Asian Trends



National Policy, Programme and Coordination in 51 countries



Subset for the indicator National Policy, Programme and Coordination and scoring

The subset of questions for assessment and scoring of the indicator. The eight criteria 1.1 to 1.8 have scores ranging from 0.5 to 2 and the total score is calculated by adding the scores for the eight criteria.

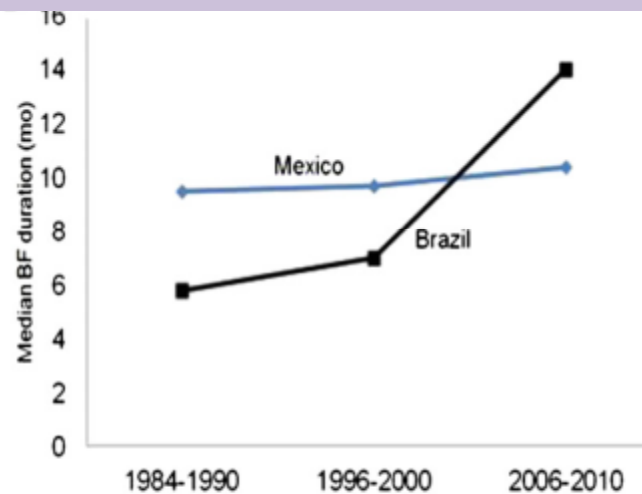
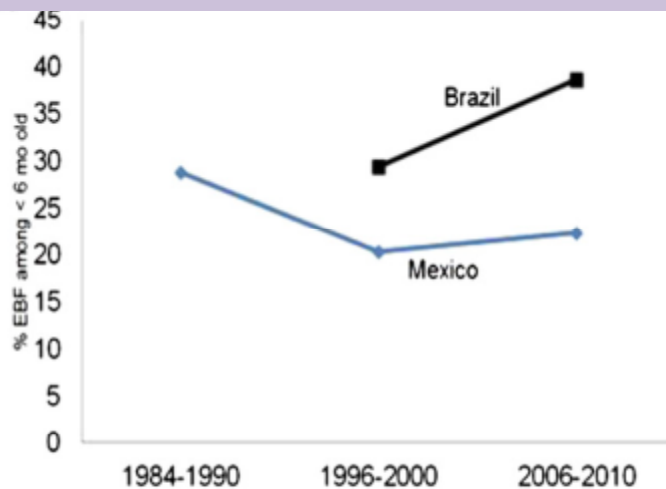
Subset for the indicator	Scoring ✓ Check that apply
1.1) A national infant and young child feeding/breastfeeding policy has been officially adopted/approved by the government	2
1.2) The policy promotes exclusive breastfeeding for the first six months, complementary feeding to be started after six months and continued breastfeeding up to 2 years and beyond.	2
1.3) A national plan of action developed with the policy	2
1.4) The plan is adequately funded	1
1.5) There is a National Breastfeeding Committee	1
1.6) The national breastfeeding (infant and young child feeding) committee meets and reviews on a regular basis	1
1.7) The national breastfeeding (infant and young child feeding) committee links with all other sectors like health, nutrition, information etc. effectively	0.5
1.8) Breastfeeding Committee is headed by a coordinator with clear terms of reference	0.5
Total Score	___/10

The plan is adequately funded

- Afghanistan
- Bangladesh
- Bhutan
- Bolivia
- China
- Fiji
- Jordan
- Korea
- Kuwait
- Maldives
- Nicaragua
- Sri Lanka
- Thailand
- Vietnam

Exclusive Breastfeeding 0-6 months and BF trends comparing Brazil and Mexico, observing below the program coordination and gear model of execution in these countries

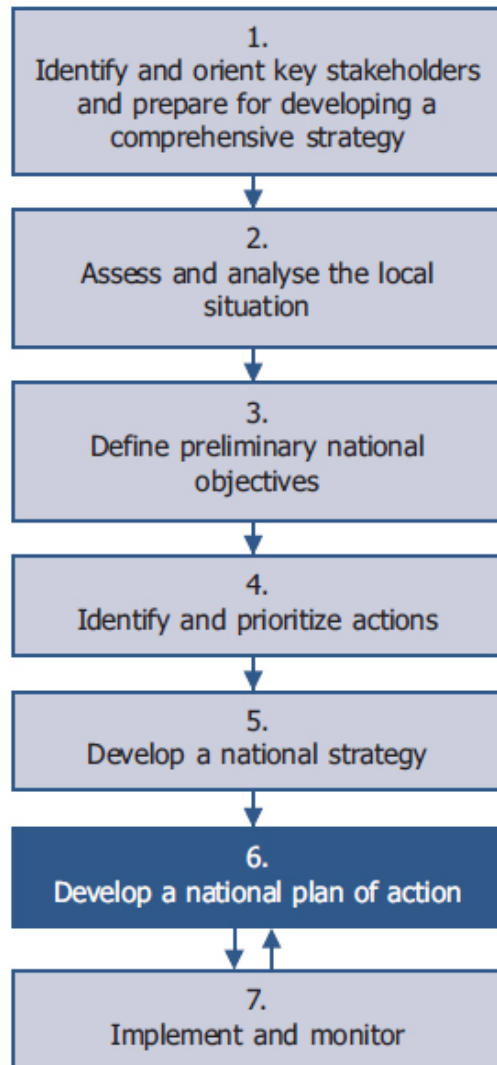
Perez-Escamilla et al. Adv. Nutr. 3: 2012.



Gaps in advocacy

- Developing a plan of action
- Budgeting
- Setting up coordinated systems

Develop a national plan of action



Breastfeeding is Under-funded

AID FOR NUTRITION

Can investments to scale up nutrition actions be accurately tracked?



2011

Guide to Producing Child Health Subaccounts

within the national
health accounts
framework



Under-funded Areas

World Bank estimates 2.9 Billion US \$ is most commonly used by all.

- **Promotion:** Partly funded
- **Protection :** Not budgeted
- **Support :** Not budgeted

QuickTime™ and a decompressor are needed to see this picture.

Landscape Analysis 2013



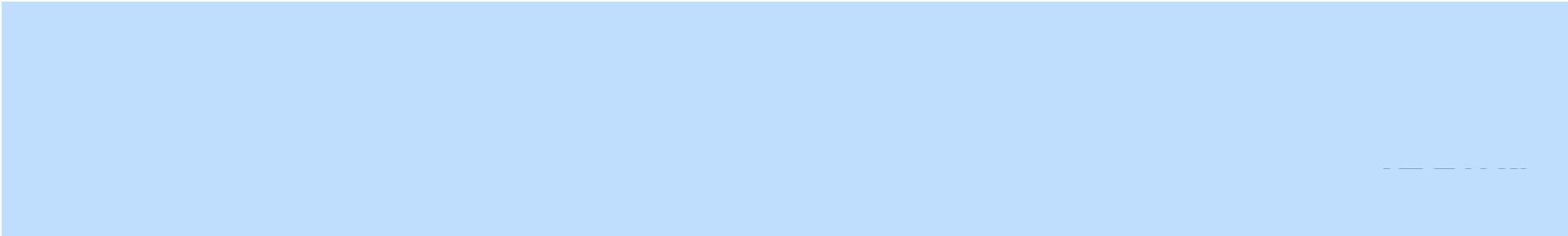
EXECUTIVE SUMMARY

BREASTFEEDING ON THE WORLDWIDE AGENDA

Findings from a landscape analysis on political commitment
for programmes to protect, promote and support breastfeeding

unite for
children





QuickTime™ and a
decompressor
are needed to see this picture.

QuickTime™ and a
decompressor
are needed to see this picture.



Finally...

THE NEED TO INVEST IN BABIES

A Global Drive for Financial Investment in Children's Health and Development through Universalising Interventions for Optimal Breastfeeding



THE WORLD BANK



Australian Government
AssAED





Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)



Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)

Go To Main Menu

EXIT
(Use Excel Exit Facility)

TITLE of PROJECT HERE

Step 1: Create your Country profile

(Relevant Note or Information)

SELECT COUNTRY

- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea
- Paraguay**
- Peru
- Philippines
- Poland

Type Local Currency

Paraguay Guarani

Exchange Rate (US\$1=___)

51.21

Please Indicate No. of Years
the Financial Plan will
Cover (Default is Annual)

3

COUNTRY PROFILE		Year (as of)	Number (#)
Paraguay			
Part I General			
1	Total Population :		56,000,000
2	No. of Regions		21
3	No. of Provinces		90
4	No. of Districts		1,000
5	Total No. of Livebirths		200,000
6	Total No. of children under five years of age		500,000
7	Total No. of pregnant women per year		200,000
Part II Health Care System			
1	Total no. of Hospitals		2,000
2	Total No. of Hospitals with maternity services		1,500
3	Total No. of Health Centers		
4	Total no. of Village Health facilities		
5	Others:		
Part III Health Care Workers/Professionals			
1	Total No. of Doctors		
2	Total No. of Nurses		
3	Total No. of Midwives		
4	Total No. of community health workers		
5	Total No. of volunteers		



IBFAN
defending breastfeeding



Thank you !!