

Global Breastfeeding Movement

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IBFAN Asia

4th National Breastfeeding Conference
Bangkok, Thailand
5-7 June 2013



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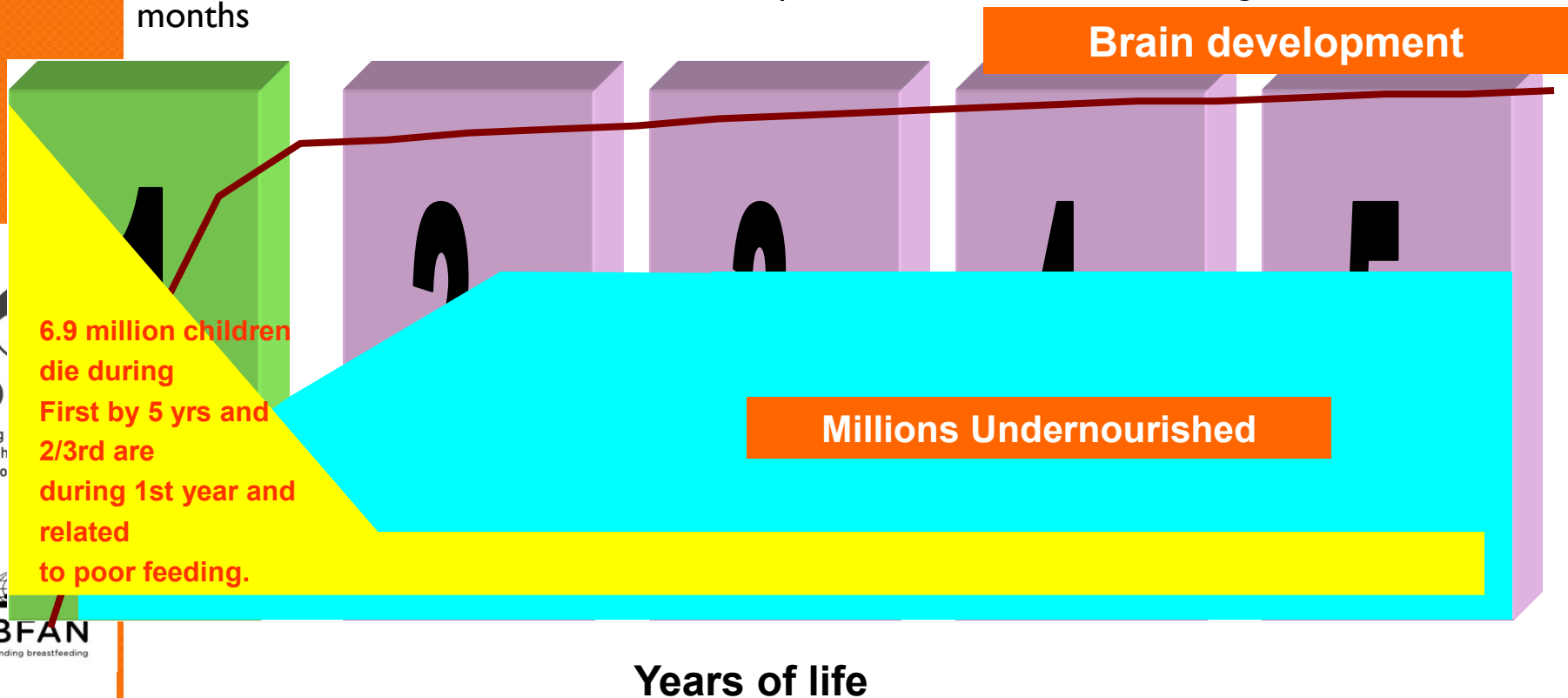
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First Year is Critical!

- The criticality of infant feeding practices is not just children are vulnerable, this time their brain develops very fast.
- 22% of all newborn deaths can be avoided if all mothers are able to begin breastfeeding within one hour, this number is estimated to be about 830,000.
- Breastfeeding is the best possible intervention for diarrhea and pneumonia control
- 1.4 million deaths attributed to sub-optimal breastfeeding in 2008
- 92 million babies under six months NOT practice exclusive breastfeeding for the first six months



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Why IBFAN and the global breastfeeding movement ?

- 1979: First time global meeting on infant and young child feeding recognizes risks of formula feeding
- 1981 :The International Code of Marketing of Breastmilk Substitutes (Code)
- IBFAN slowly expands both on issues and geographically
- Now in 165 countries IBFAN is fighting to protect infant feeding from commercial interests



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QuickTime™ and a
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are needed to see this picture.

Areas of work include !

- Mother support groups
- Training of health workers, BFHI
- Maternity protection
- HIV
- Disasters
- Malnutrition, child survival
- Climate change
- NCDs
- Conflicts of interests



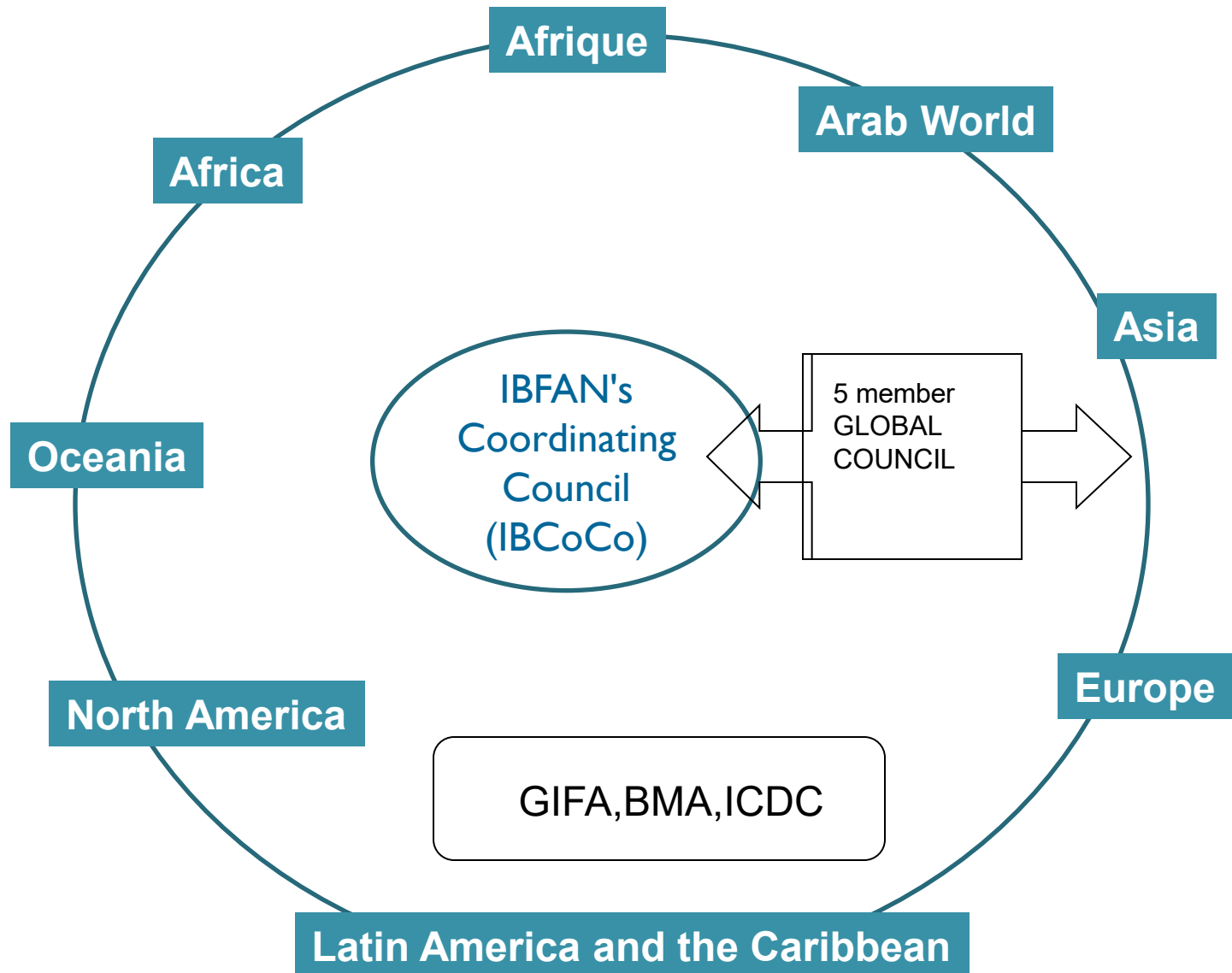
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IBFAN Network Coordination



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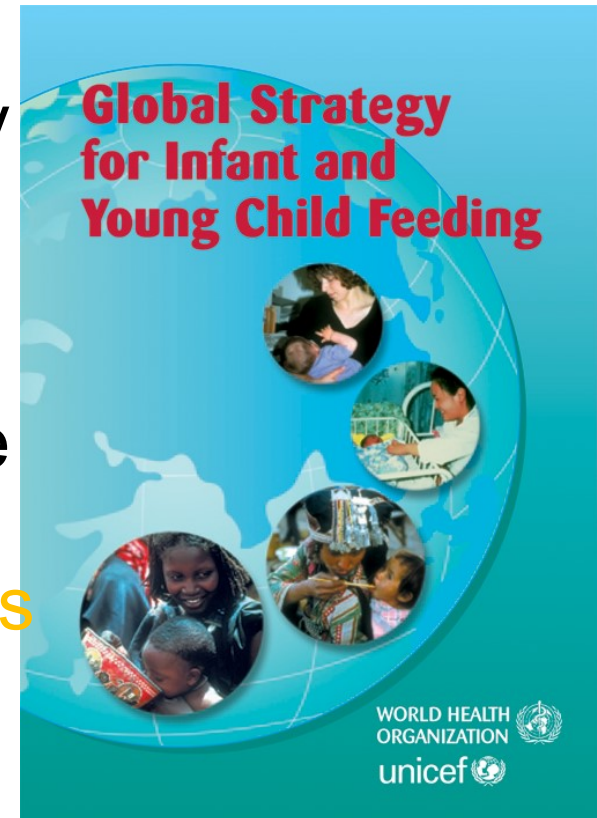
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The Global Strategy for IYCF

“WHO and UNICEF jointly developed the global strategy for infant and young child feeding to revitalize world attention to the impact that feeding practices have on the nutritional status, growth and development, health, and thus the very survival of infants and young children.....”



Malnutrition has been responsible, directly or indirectly, for 60% of the 10.9 million deaths annually among children under five



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The World Breastfeeding Trends Initiative (WBTi) History and development

- WABA launched GLOPAR, global participatory action research that helped generate action
- 2002 Global Strategy for Infant and Young Child Feeding adopted at World Health Assembly
- 2003/4 WHO tools to assess national policy and programmes
- Combined the philosophy of GLOPAR and adapted the WHO tools to create WBTi
- WBTi is simple tool with reliable indicators to measure inputs and generate national action on it ...track implementation of the Global Strategy.



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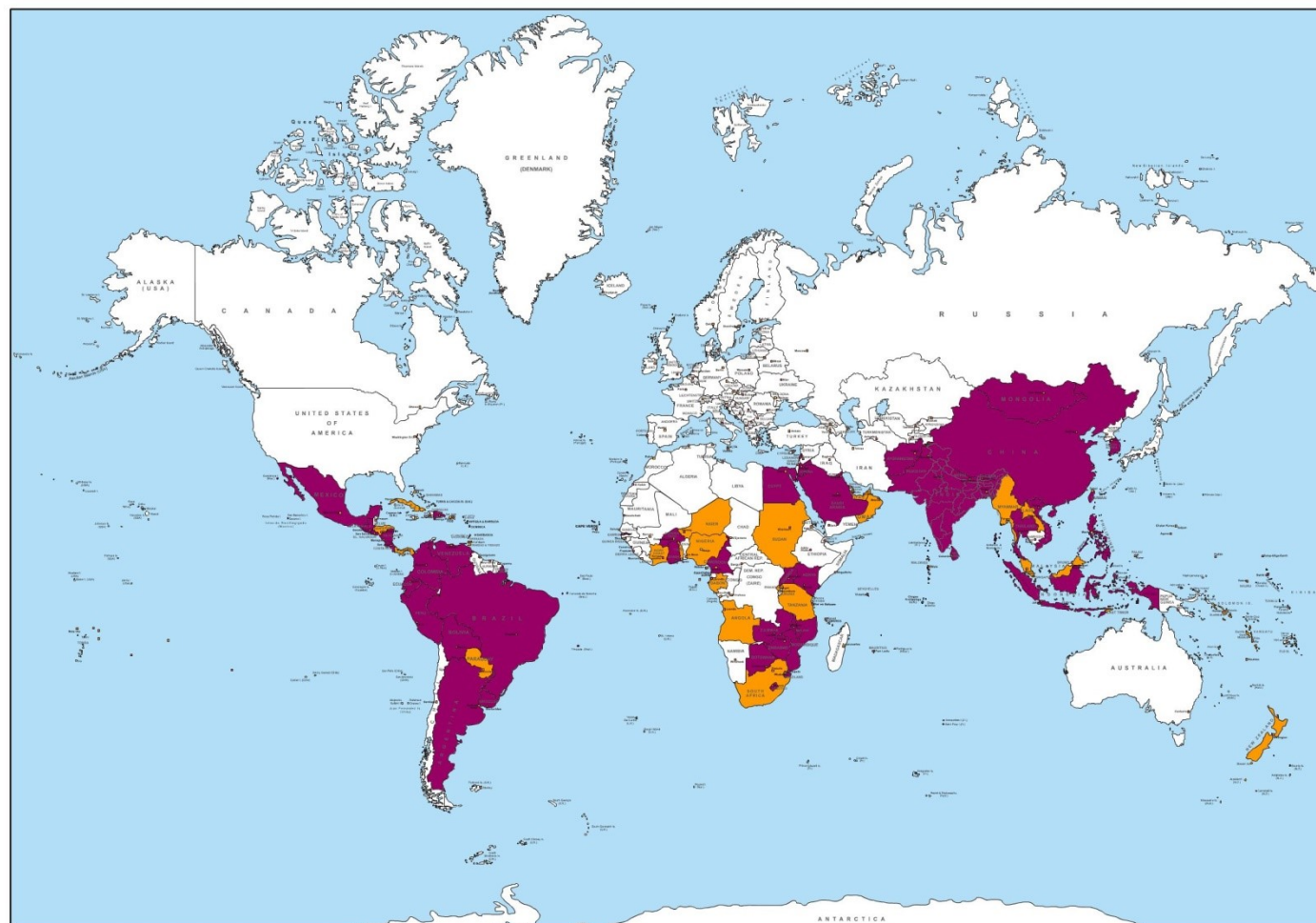
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WBTi in 82 Countries



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WBTi National Assessment Completed



WBTi Training done & National process on

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



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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



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15 Indicators

- **The indicators for the 10 areas of action include:**
 1. National Policy, Programme and Coordination
 2. Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)
 3. Implementation of the International Code
 4. Maternity Protection
 5. Health and Nutrition Care Systems
 6. Mother Support and Community Outreach - Community-based Support for the Pregnant and Breastfeeding Mother
 7. Information Support
 8. Infant Feeding and HIV
 9. Infant Feeding During Emergencies
 10. Monitoring and Evaluation
- **The indicators for five optimal IYCF practices include**
 1. Initiation of Breastfeeding (within 1 hour)
 2. Exclusive Breastfeeding (for first 6 months)
 3. Median Duration of Breastfeeding
 4. Bottle-feeding (<6 months)
 5. Complementary feeding



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IBFAN Asia's Guidelines for Scoring and Colour-Rating

Part 1: IYCF Policies and Programmes

Here is the guideline for scoring/colour coding. Each indicator has a maximum score of 10.

<i>Score</i>	<i>Colour</i>
0-3	RED
4-6	YELLOW
7-9	BLUE
9.1-10	GREEN

Part 1: Total

Total score of infant and young child feeding policies and programmes are calculated out of 100.

<i>Score</i>	<i>Colour</i>
0-30	RED
31-60	YELLOW
61-90	BLUE
91-100	GREEN



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Action and movement gets stronger

The **WBTi** *ABCDE*

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



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We know now it works !

- Analysis shows it is possible to increase breastfeeding rates if policy and programmes are put in place and WBTi has been found to be valid to predict success.

(Protection, Promotion, and Support and Global Trends in Breastfeeding: Chessa K. Lutter and Ardythe L. Morrow. Adv. Nutr. 4: 213,219, 2013.)

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



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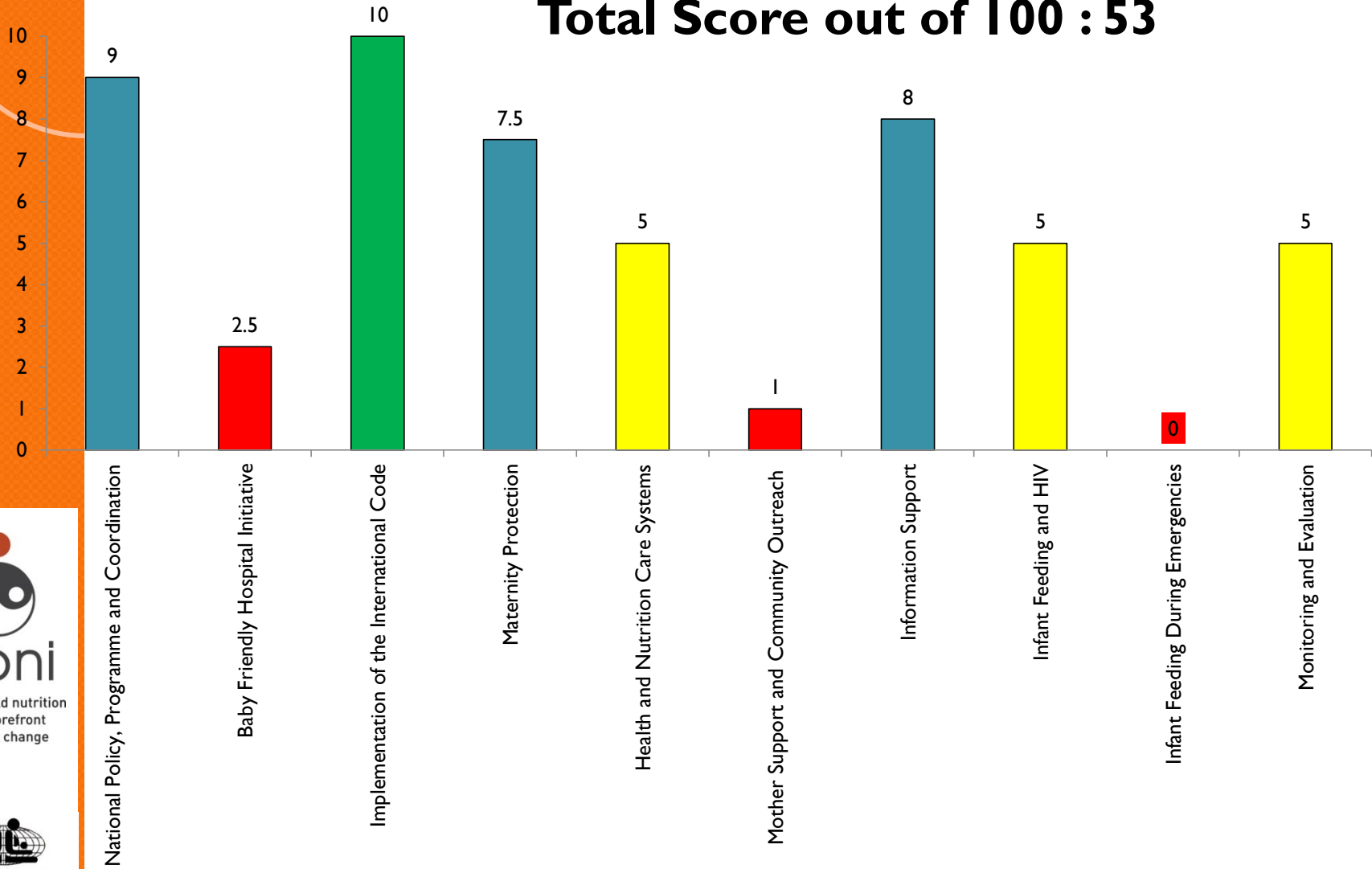
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Brazil - Policy and programmes (Ind. I-10) 2008

Total Score out of 100 : 53



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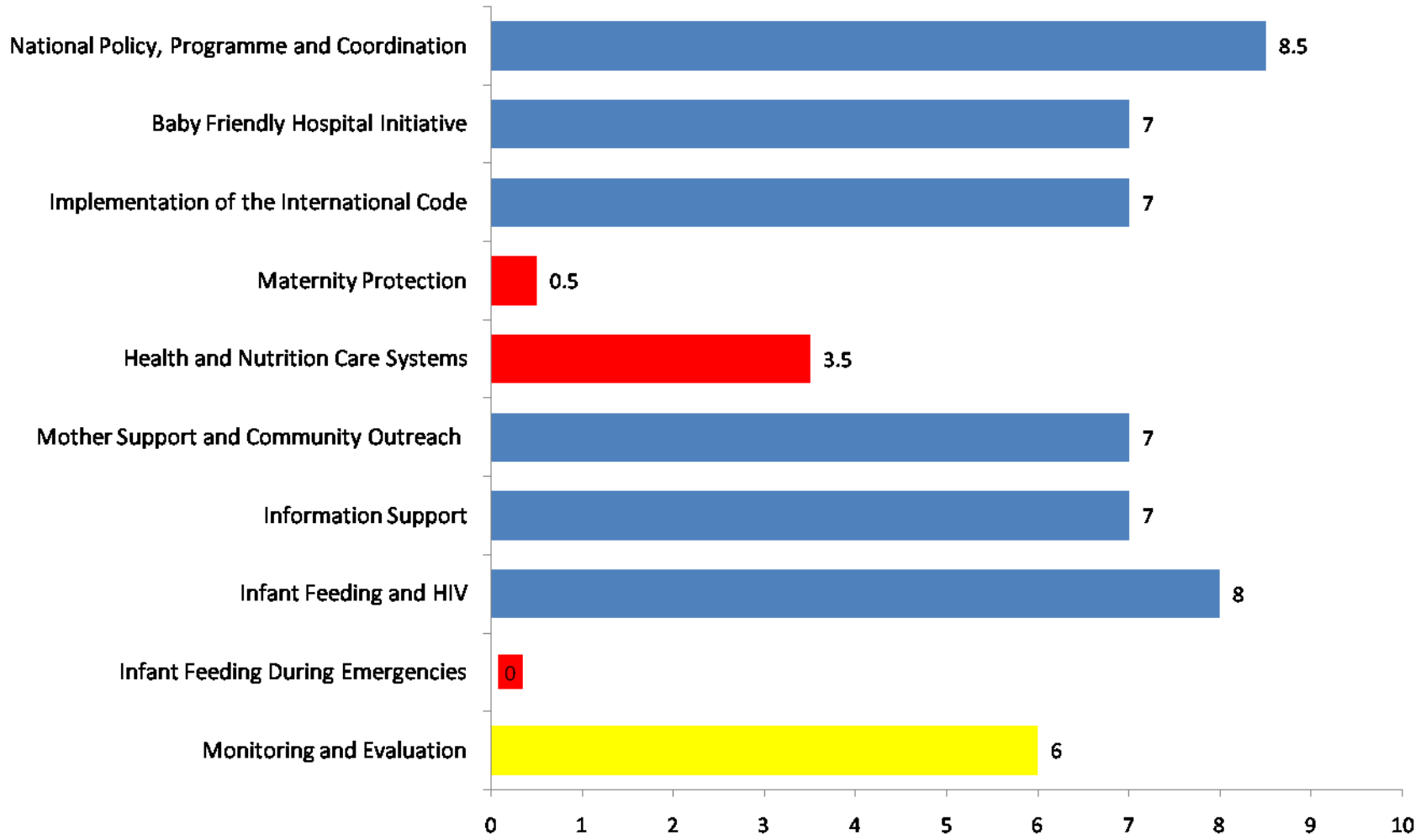
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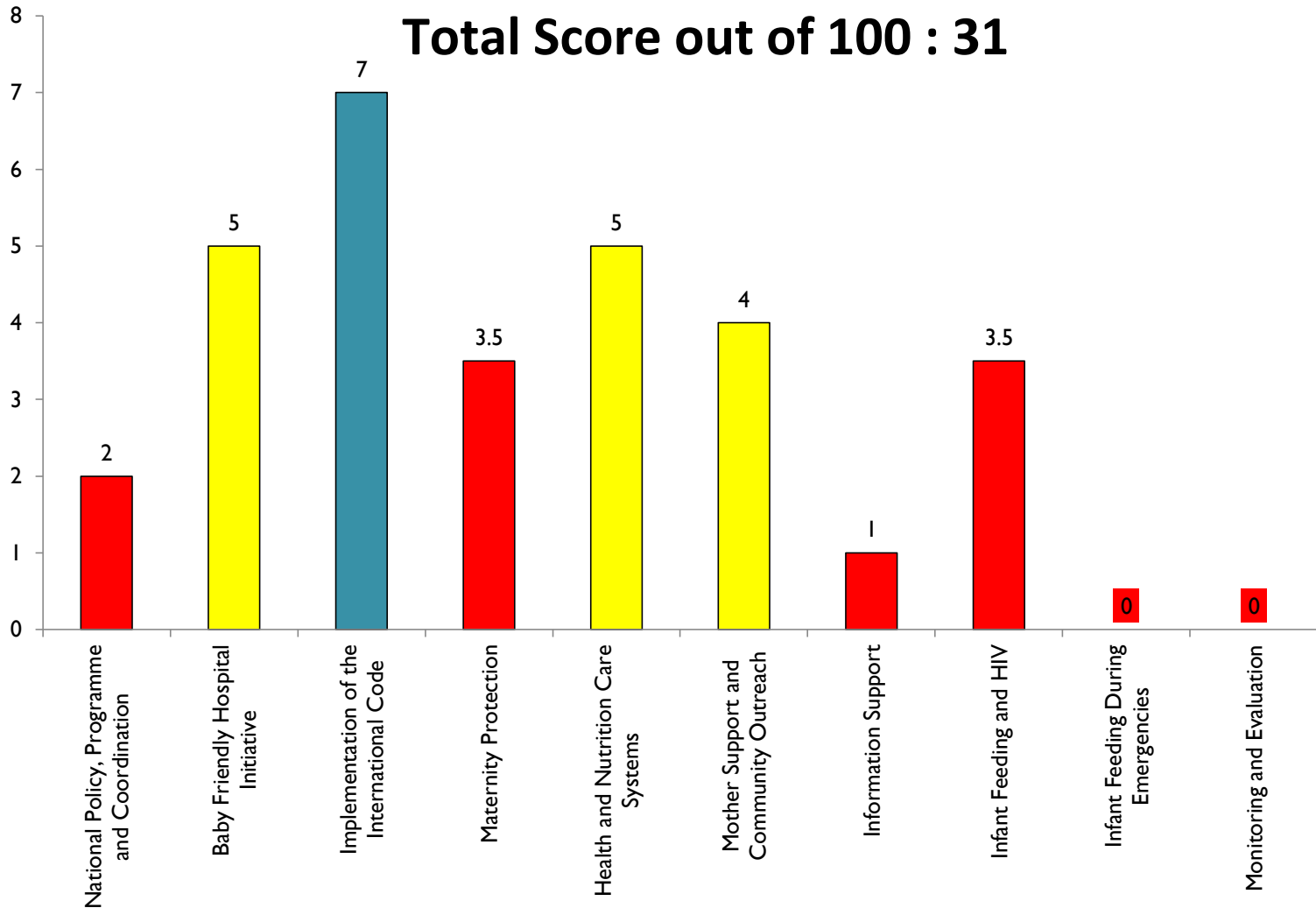
Thailand - Policy and programmes (Ind. 1-10) 2011

Total Score out of 100 : 54.5



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

Total Score out of 100 : 31



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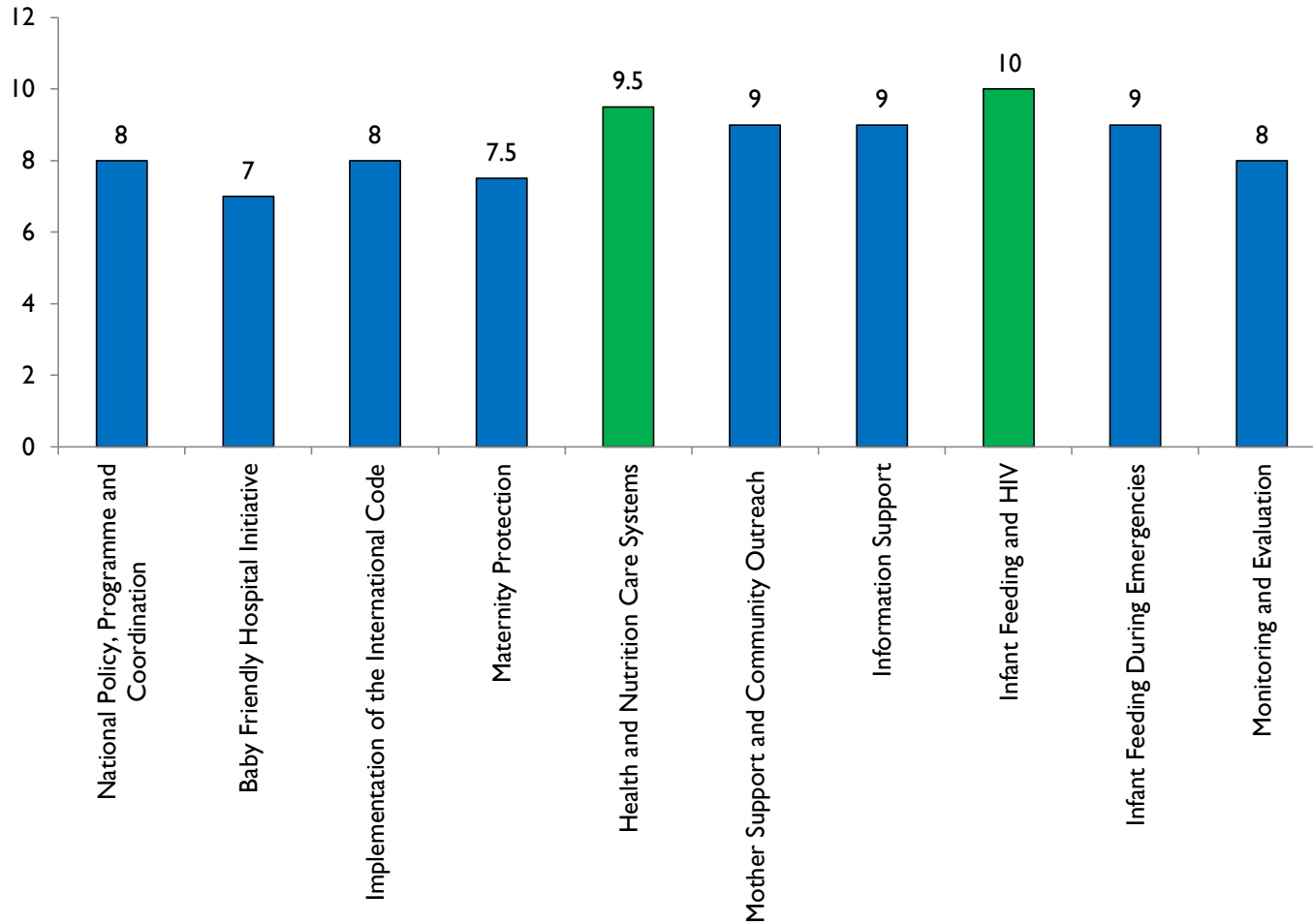
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Sri Lanka - Policy and programmes (Ind. I-10) 2012

Total Score out of 100 : 85



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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*



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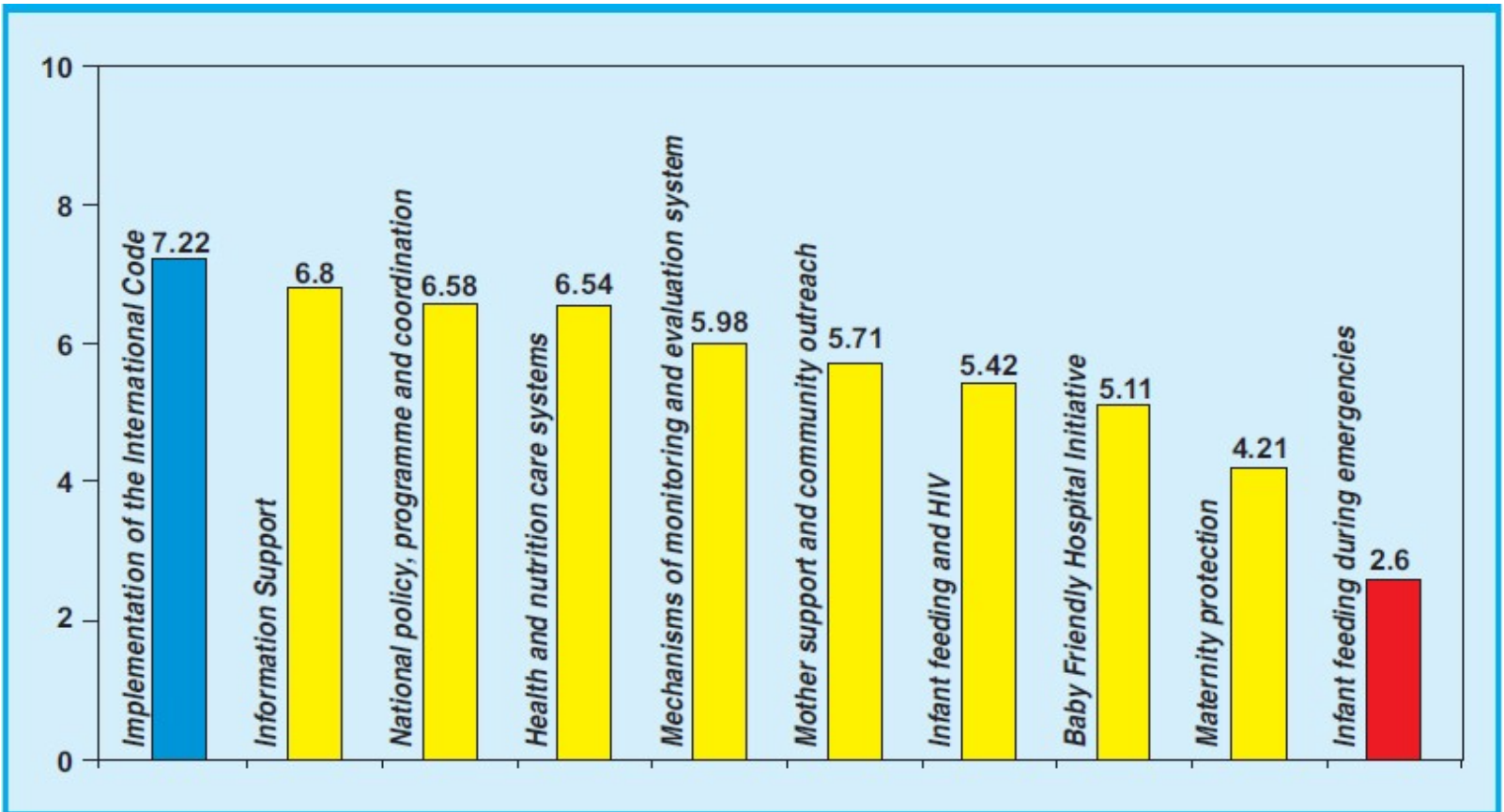
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Glaring Gaps in 10 Areas



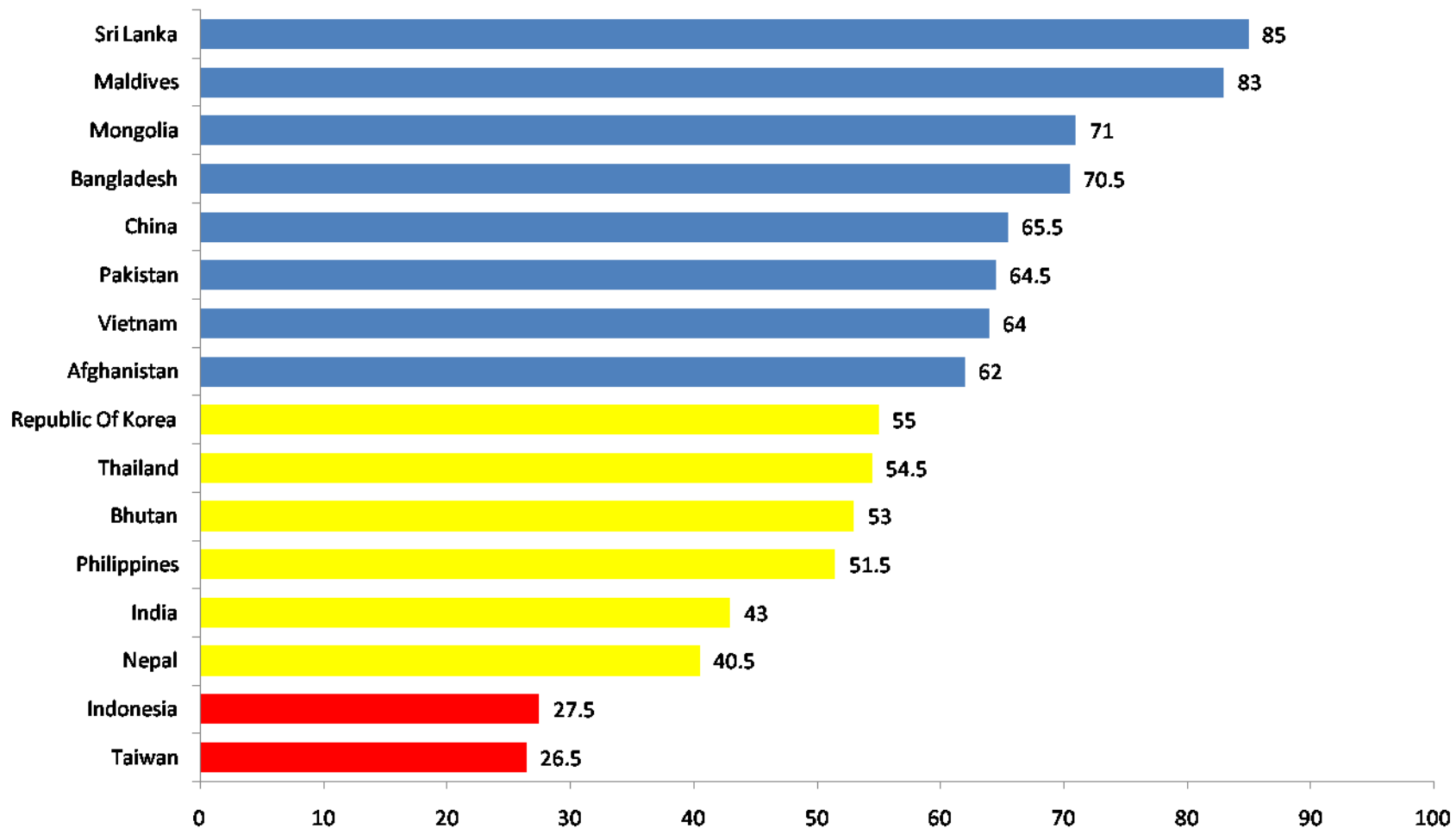
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Policy and programmes (Ind. 1-10) Score out of 100



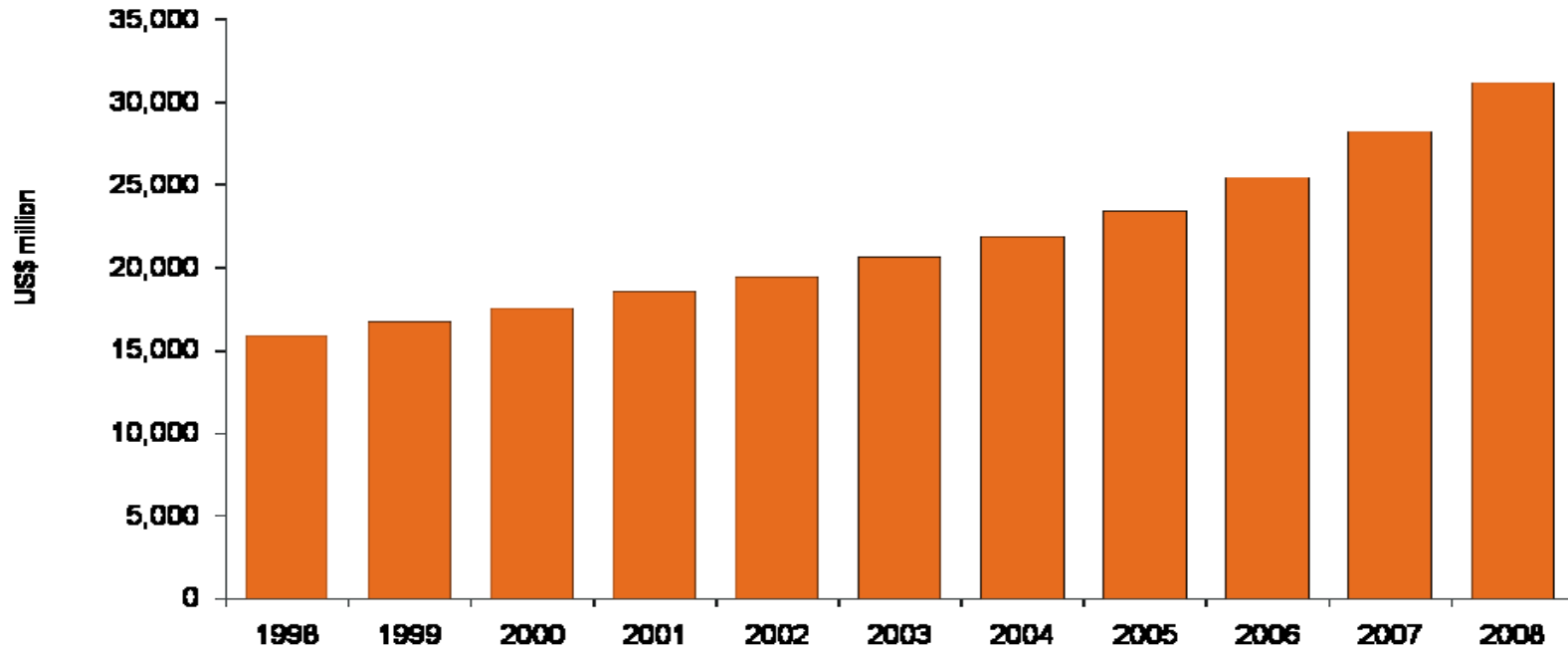
Global Packaged Food: Market Opportunities for Baby Food to 2013 September 2008



Global Baby Food Market Continues to Grow

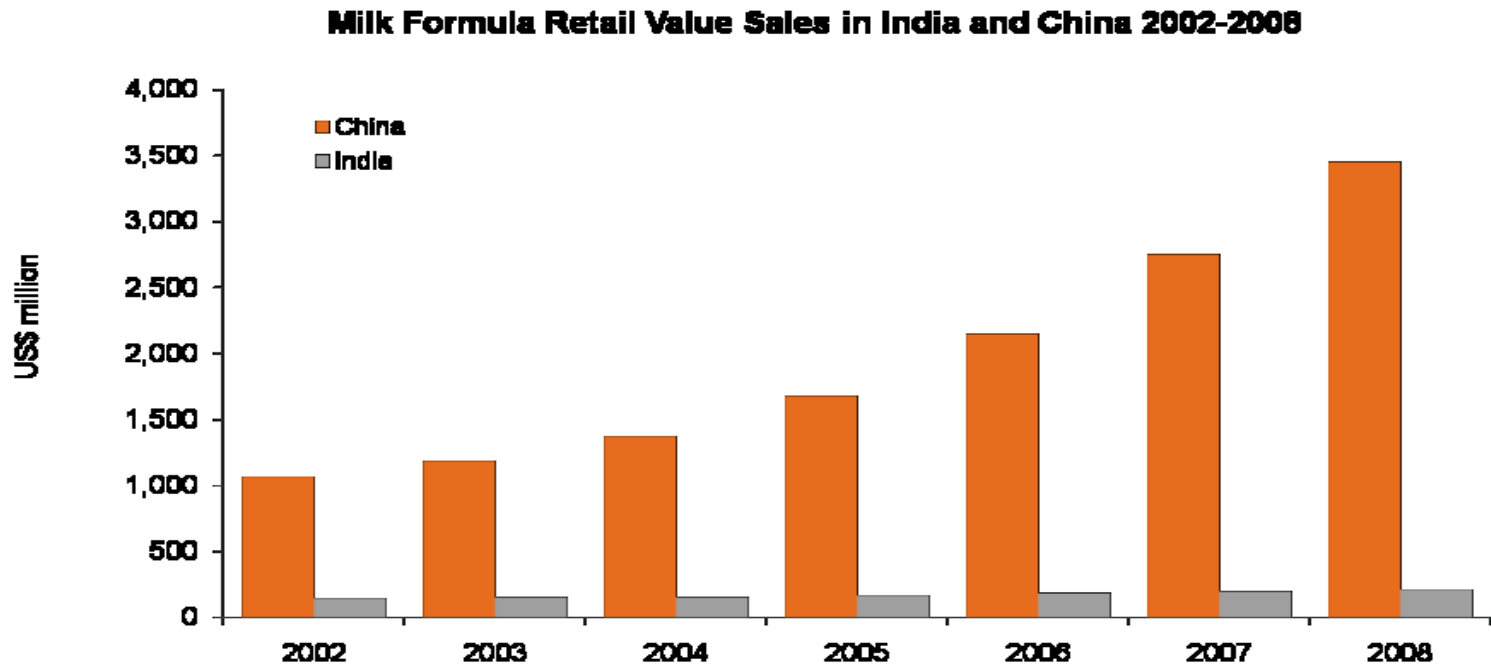
- Baby food global retail value sales will surpass US\$31 billion in 2008, a current value increase of 10.5% from the previous year at fixed US\$ exchange rates.

Global Retail Value Sales of Baby Food 1998-2008



Indian Market Constrained by Regulatory Barriers

- The huge disparity in the retail value of milk formula sales between China and India is mainly due to the significant differences between their official regulatory regimes.





Thank you !!