

## WBTi indicators and their possible source of information

INDICATORS	POSSIBLE SOURCE OF INFORMATION
1. Early Initiation of Breastfeeding	<p>Use a study carried out in the country in the last five years. The study should have a national scope. The study should have been conducted by some authentic source such as the government ministries or departments, UN agencies; it should have representative data from all across the country ; it should be reproducible at a regular interval.</p> <p>It is recognized that 24-hour recall may not capture the true breastfeeding patterns since birth. Unfortunately, reliable and valid data on the long-term patterns are not widely available yet. Find out what data is there for the period of 0-3 and 4-6 months and average could be taken for 0-6 months. Or if data is available for each month, a calculator to find out the data for 0-6 months is provided for use in MS Excel</p> <ul style="list-style-type: none"> <li>○ For Early Initiation of Breastfeeding See the DHS website at <a href="http://www.measuredhs.com">http://www.measuredhs.com</a>. Select survey, Select Indicators, Maternal and Child Nutrition, Initial BF, and Started within one hour.</li> <li>○ For Exclusive Breastfeeding for first 6 months See the DHS website at (<a href="http://www.measuredhs.com">http://www.measuredhs.com</a>. Select survey, Select Indicators, Maternal and Child Nutrition, Breastfeeding Status, Exclusive Breastfeeding, (currently listed by 2-month increments)) (see Exclusive breastfeeding rate calculators)</li> <li>○ The DHS measures the median duration of breastfeeding among children less than 3 years of age, based on current status. See the DHS website at <a href="http://www.measuredhs.com">http://www.measuredhs.com</a> Select Surveys, Select Indicators, Maternal and Child Nutrition, Median duration of BF, Median BF duration, any breastfeeding.</li> <li>○ For bottle feeding data is only listed by 2 or 3 month increments. See DHS Comparative Study No. 30 (12) for data reported for 0&lt; 12 months.(see bottle-feeding rate calculators)</li> <li>○ For Complementary Feeding See the DHS website at <a href="http://www.measuredhs.com">http://www.measuredhs.com</a>, Select Surveys, Select Indicators, Maternal and Child Nutrition, BF status, BF and supplements, 7-9 months. (See Guiding principles for complementary feeding of the breastfed child)</li> <li>○ You can also use the MOH website ,UNICEF’s Multiple Indicator Cluster Survey (MICS) ,<a href="http://www.childinfo.org">www.childinfo.org</a>. when available and the WHO Global Data Bank on Breastfeeding - <a href="http://www.who.int/nutrition/databases/infantfeeding/en/index.html">http://www.who.int/nutrition/databases/infantfeeding/en/index.html</a>.</li> </ul>
2. Exclusive Breastfeeding for first 6 months	
3. Median duration of Breastfeeding	
4. Bottle-feeding	
5. Complementary Feeding	
6. National Policy, Programme and	Discussions on implementation of the Global Strategy for Infant and Young Child Feeding can be held at national level with the National Breastfeeding Coordinator, officials from the Ministries of Health, Planning, and/or Labour, government regulatory

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Coordination	<p>representatives, WHO, UNICEF, and country breastfeeding promotion groups like IBFAN. Find out and get written copies of whatever national policies cover infant and young child feeding.</p> <ul style="list-style-type: none"> <li>○ National Plans of Action on Nutrition</li> <li>○ National Plan of Action for the Child as a follow up to the UN Summit for Children.</li> <li>○ National Nutrition Policy</li> <li>○ National Health Policy</li> <li>○ Terms of reference of the national breastfeeding committee</li> <li>○ Minutes of national breastfeeding committee meetings</li> <li>○ BFHI policy and programme</li> <li>○ National legislation as a follow up to the <i>International Code of Marketing of Breastmilk Substitutes</i> (The Code)</li> </ul> <p>Reports of community based organizations on nutrition and health.</p>
7. Baby Friendly Hospital Initiative	<p>Interviews can be held with the national Baby Friendly Hospital Initiative (BFHI) committee members in the Ministry of Health, and UNICEF and WHO officials. Find out how many hospitals that are certified BFHI have trained their staff with minimum level of skill training of 18 hours recommended or more. To find out the quality of services, interviews of mothers delivering in these hospitals.</p> <ul style="list-style-type: none"> <li>○ Summary reports on the status of the BFHI, numbers (and percentages) of hospitals declared Baby Friendly, if available</li> <li>○ status report on BFHI prepared by UNICEF/NY for official figures reported by the country</li> <li>○ Information on quantity and quality of BFHI, from the IBFAN/other breastfeeding groups</li> <li>○ Research published in reputed journals</li> </ul>
8. Implementation of the International Code	<ul style="list-style-type: none"> <li>● The “State of the Code by Country” report published periodically by International Code Documentation Centre (ICDC) of the International Baby Food Action Network (IBFAN) <a href="http://www.ibfan.org/english/pdfs/btr04/soccountry04.pdf">www.ibfan.org/english/pdfs/btr04/soccountry04.pdf</a>.</li> <li>● Report of national surveys on Code compliance conducted by the local Breastfeeding groups /IBFAN Focal Points’ office, or other groups</li> <li>● Any additional legislation such as Cable Television Act</li> </ul>
9. Maternity Protection	<p>Interviews can be held with officials of the Ministry of Health, Labor, Welfare, or Women’s Affairs and staff of NGOs such as IBFAN. In here we measure this target covering all type of work including the unorganized sector.</p>

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	<ul style="list-style-type: none"> <li>• Reports of ILO C 183 Maternity Protection Convention (ILO), 2000</li> <li>• Country profile on the status of Maternity Protection developed by WABA, based on recommendations by ILO <a href="http://www.waba.org.my/womenwork/mpc19nov04.pdf">www.waba.org.my/womenwork/mpc19nov04.pdf</a></li> <li>• Government legislations, orders, pay commission reports</li> </ul>
10. Health and Nutrition Care	<p>Interviews can be held with Ministry of Health and Nutrition or other relevant sectors, human resource personnel, trainers in counseling on infant and young child feeding, UNICEF, WHO, donors or other projects involved in curriculum review and reform, administrators and graduates.</p> <ul style="list-style-type: none"> <li>• Study/Data about the contents of pre-service curricula of medical schools, nursing schools and health workers</li> <li>• Contents of public health programs on child health and nutrition</li> </ul> <p><b>See <i>Education Checklist</i></b> for a list which can be used to judge if infant and young child feeding learning objectives and content are adequate</p>
11. Community Outreach	<ul style="list-style-type: none"> <li>• Published reports/articles on community outreach of services related with IYCF</li> <li>• Interviews with <ul style="list-style-type: none"> <li>○ Representatives of the Ministry of Health, Nutrition,</li> <li>○ Representatives of Ministry of Social Welfare,</li> <li>○ Representatives of Ministry of Women’s Affairs</li> <li>○ Representatives of any government organization involved in social welfare</li> <li>○ The National Breastfeeding (or Infant and Young Child Feeding) Coordinator</li> <li>○ Mother support groups</li> </ul> </li> </ul> <p>Breastfeeding groups or representatives from NGOs, such as IBFAN involved in infant and young child feeding</p>
12. Information Support	<ul style="list-style-type: none"> <li>• Interviews with <ul style="list-style-type: none"> <li>○ Representatives of national communication or information agencies, national TV and radio stations</li> <li>○ Officials of the Ministry of Health</li> <li>○ National Breastfeeding (or Infant and Young Child Feeding) Coordinator/Committees</li> <li>○ Ministry of Women and Child development /Social Welfare officials, and</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Representatives of UNICEF, WHO and NGOs.</li> <li>○ Reviewing samples of electronic media spots and printed material, and observing counselling, education and community media events.</li> </ul>
13. Infant Feeding and HIV	<ul style="list-style-type: none"> <li>● The National AIDS Control Programme (or equivalent) and Department of Nutrition or Child Health within the Ministry of Health should be able to provide information on the availability and uptake of VCCT among pregnant women and on the content and availability of infant feeding counseling. International recommendations related to HIV and infant feeding are available from UNAIDS, UNICEF and WHO [22,23,24], WHO HIV and Infant Feeding Technical Consultation and other sources. (<i>See HIV and infant feeding recommendations</i>).</li> <li>● Reports of national HIV/AIDS control agencies</li> <li>● National guidelines on infant and young child feeding</li> </ul>
14. Infant Feeding during Emergencies	<ul style="list-style-type: none"> <li>● The national authorities (or equivalent) responsible for emergency preparedness and response and designated staff in national health and nutrition programmes should be contacted for information on policy and guideline development and the implementation of preparedness activities. (see Infant and Young Child Feeding in Emergencies) for a detailed list of the criteria necessary to protect, promote and provide support for appropriate infant and young child feeding practices during emergencies.</li> <li>● Reports of national disaster management/ emergency response services</li> <li>● National guidelines on infant and young child feeding</li> </ul>
15. Monitoring and Evaluation	<p>National Government that conducts surveys such as the Demographic and Health Survey (or a similar national survey) can provide information as well. Review any major evaluation reports that are available. Country breastfeeding groups may also have information on this aspect.</p> <ul style="list-style-type: none"> <li>● Interviews with officials, programme managers, and/or evaluation specialists overseeing or conducting monitoring and evaluation activities within the national infant and young child-feeding programme.</li> <li>● DHS Surveys reports</li> <li>● Interview with key decision-makers who should receive and use M &amp; E results.</li> </ul>