



Online Launch of the “Making A Difference - An Evaluation Report of the World Breastfeeding Trends Initiative (WBTi) in Mobilising National Actions on Breastfeeding and IYCF, 2020”

Webinar June 12, 2020

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Total Number of Countries Reported

98

Know more

What is WBTi

Launched in 2004, the World Breastfeeding Trends Initiative (WBTi) assists countries to assess the status of and benchmark the progress in implementation of the *Global Strategy for Infant and Young Child Feeding* in a standard way. It is based on the WHO's tool for national assessment of policy and programmes on infant and young child feeding. The WBTi assists countries to measure strengths and weaknesses on the ten parameters of policy and programmes that protect, promote and support optimal infant and young child feeding (IYCF) practices.

Launch of the WBTi Evaluation Report- June 12

WEBINAR

LAUNCH OF THE REPORT

MAKING A DIFFERENCE

An Evaluation Report
of the World Breastfeeding Trends Initiative (WBTi) in Mobilising National Actions on Breastfeeding and IYCF

12 June 2020
01:00 PM (GMT)

SPEAKERS

Francesco Branca
Director, Department of Nutrition and Food Security (NFS), WHO HQ, Geneva

David Clark
UNICEF, HQ, New York

Marlene Arana
UNICEF Mexico (LAC)

Nicole Hall
WBTi Australia

Barbara Makhangira
WBTi Uganda (Africa)

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WBTi Global Secretariat, Delhi (India)

JP Daddish
Director Technical, BPNI, Delhi India

WBTi
WORLD BREASTFEEDING TRENDS INITIATIVE

bpni
Bharat Pratiksha
National Institute

@WBTiGlobalSec

What is World Breastfeeding Trends Initiative(WBTi)

- It tracks and monitors policy and programmes on breastfeeding , It is based on
 - Global Strategy for Infant and Young Child Feeding practices
 - WHO's Tool for National Assessment of policy and programmes
- In its 15th year
- **Adapted and added value** : Scoring, Colour Coding, Reporting, Galvanising national action, and Global repository of policy/programmes.. It shows what works and what does not.
- How its is done at country level, process is the key.

Objectives of the Study

- i. Assess the difference WBTi has made at a national level on policy, programmes and practices;
- ii. Analyse factors associated with the use of the WBTi report and report cards, with a special emphasis on frequency, methods, partnerships, and
- iii. Assess how WBTi results were used for advocacy to impact policy and programmes.

Methods

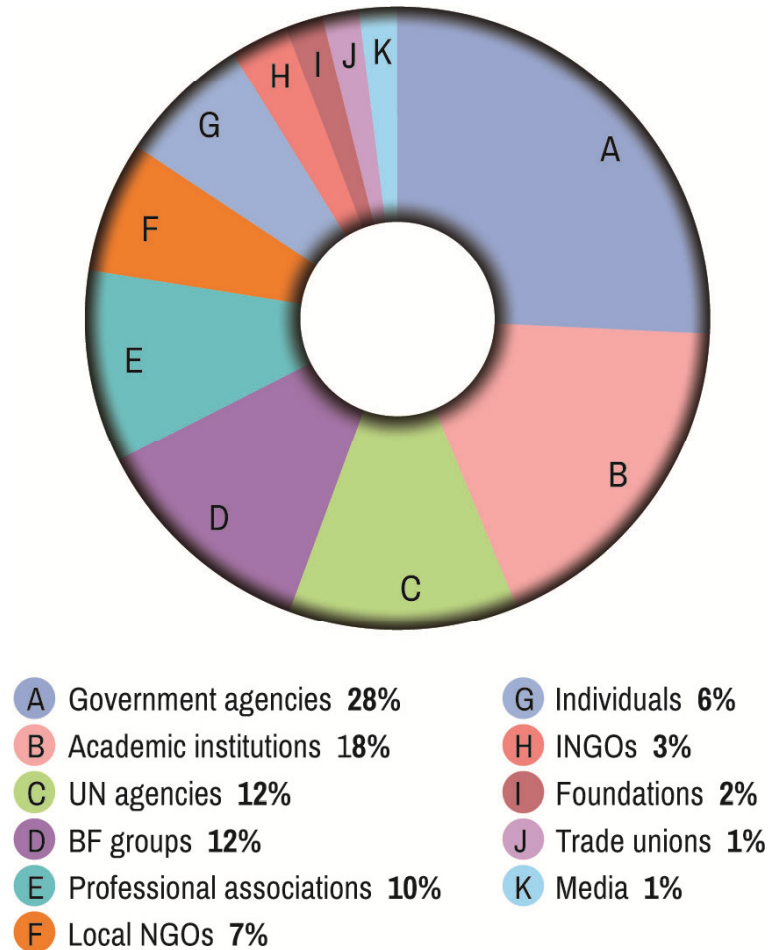
- Constitution of the global technical working group coordinated by secretariat
- Drafting and field-testing questionnaire
- Data collection
- Analysis is by quantitative and qualitative (At Uganda)

Key Results

51/97 Countries Responded

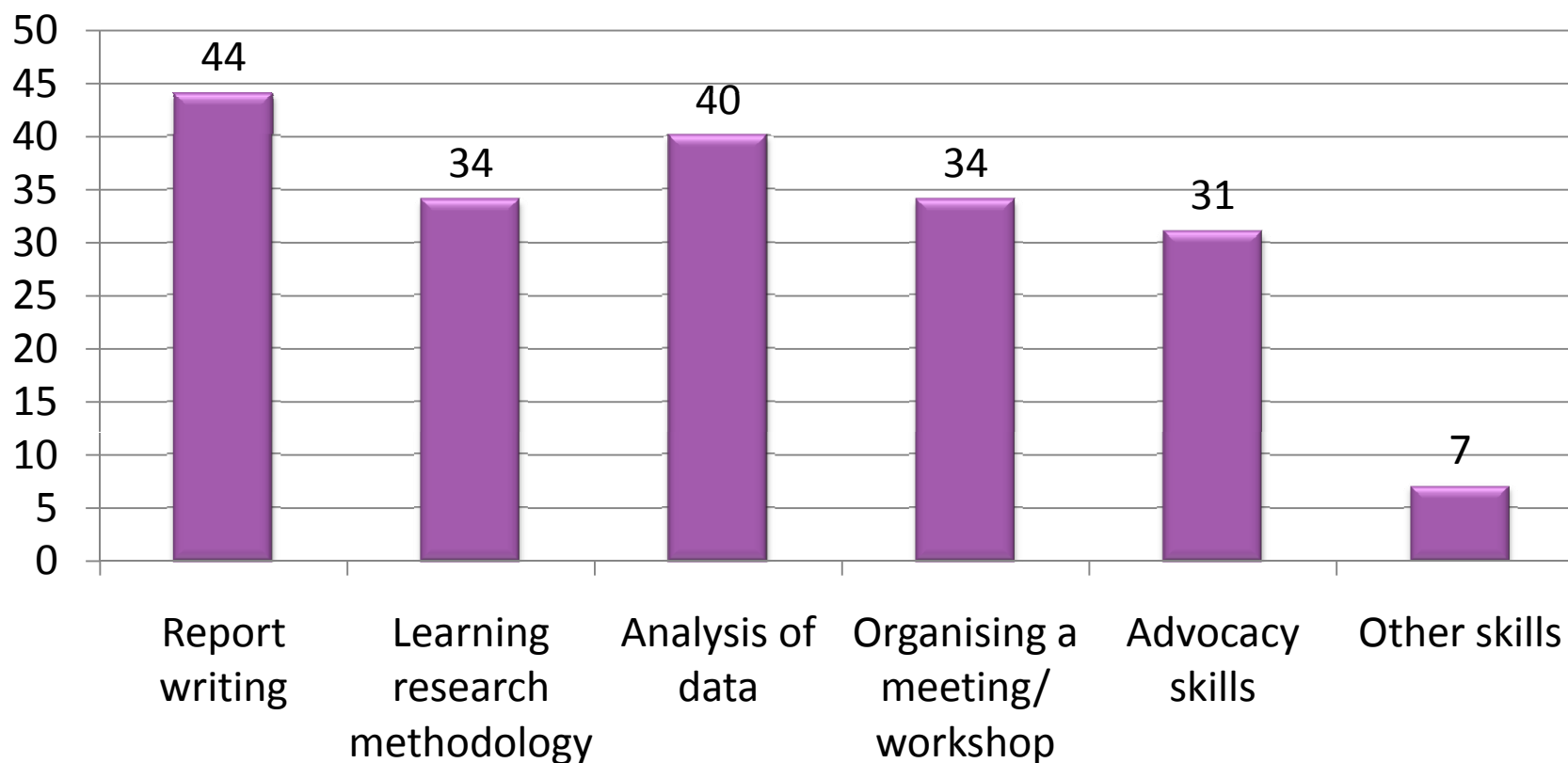


Key Process: Core Group in Every Country (without conflicts of interest)



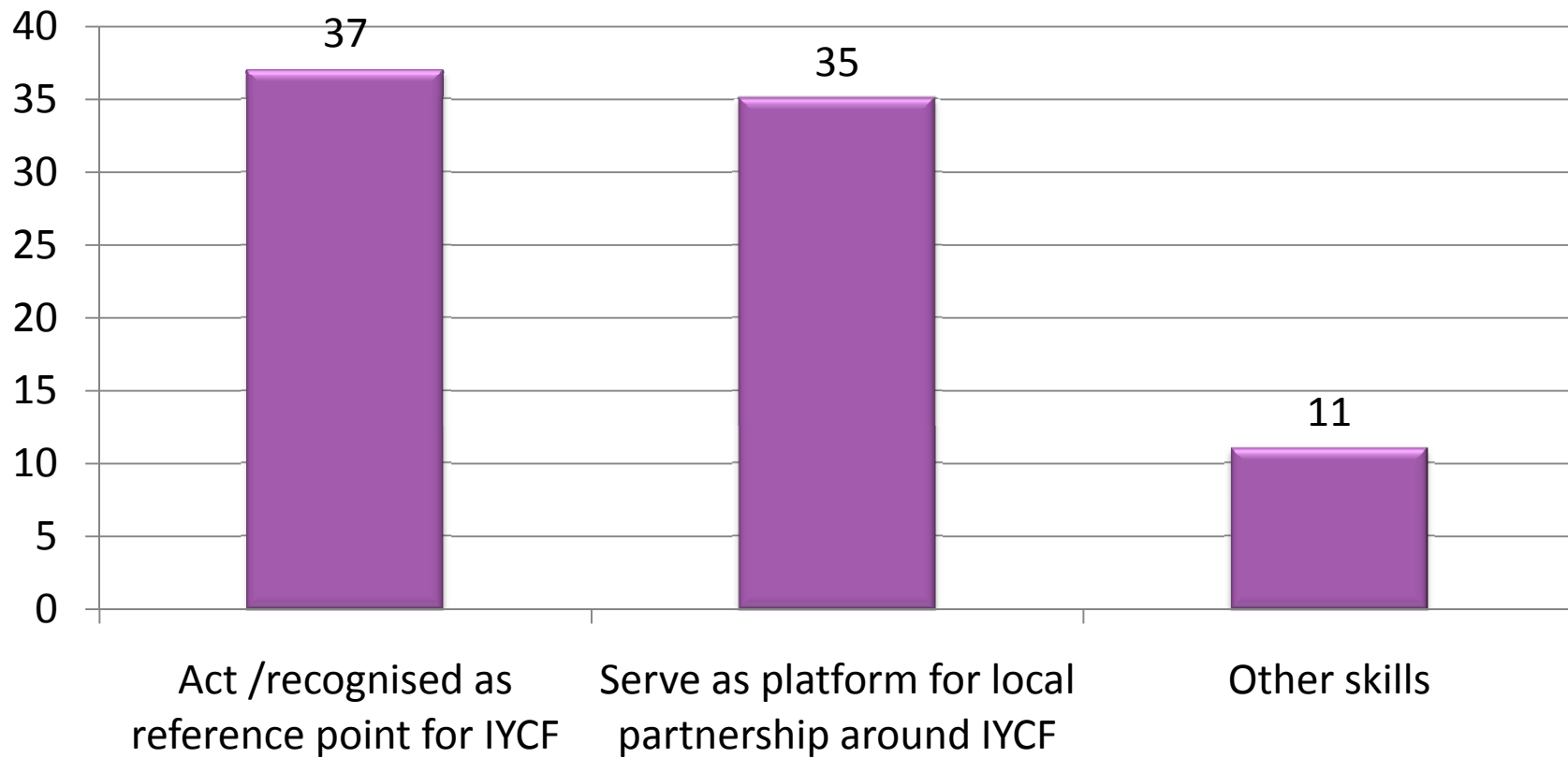
Strengthening Skills of WBTi Coordinators

Enhanced skill reported in (n=51)

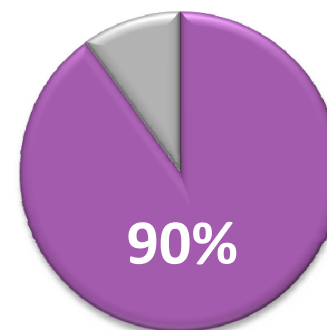
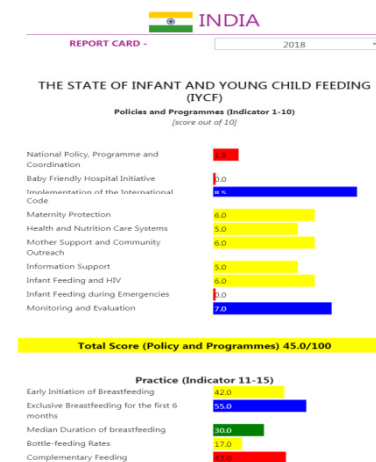
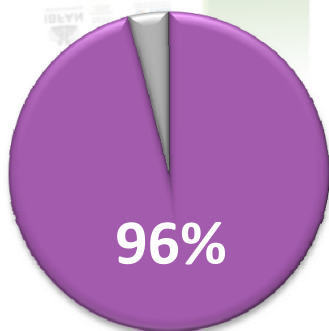
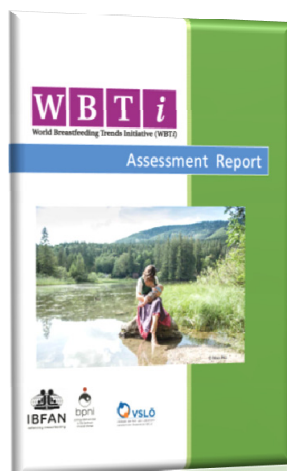


Strengthening Organizations

Enhanced skill reported in (n=51)



Key Results: Formal Reports and Report Cards



What Prompted Action?



Meeting a
policy maker



Conference



Partners



Email

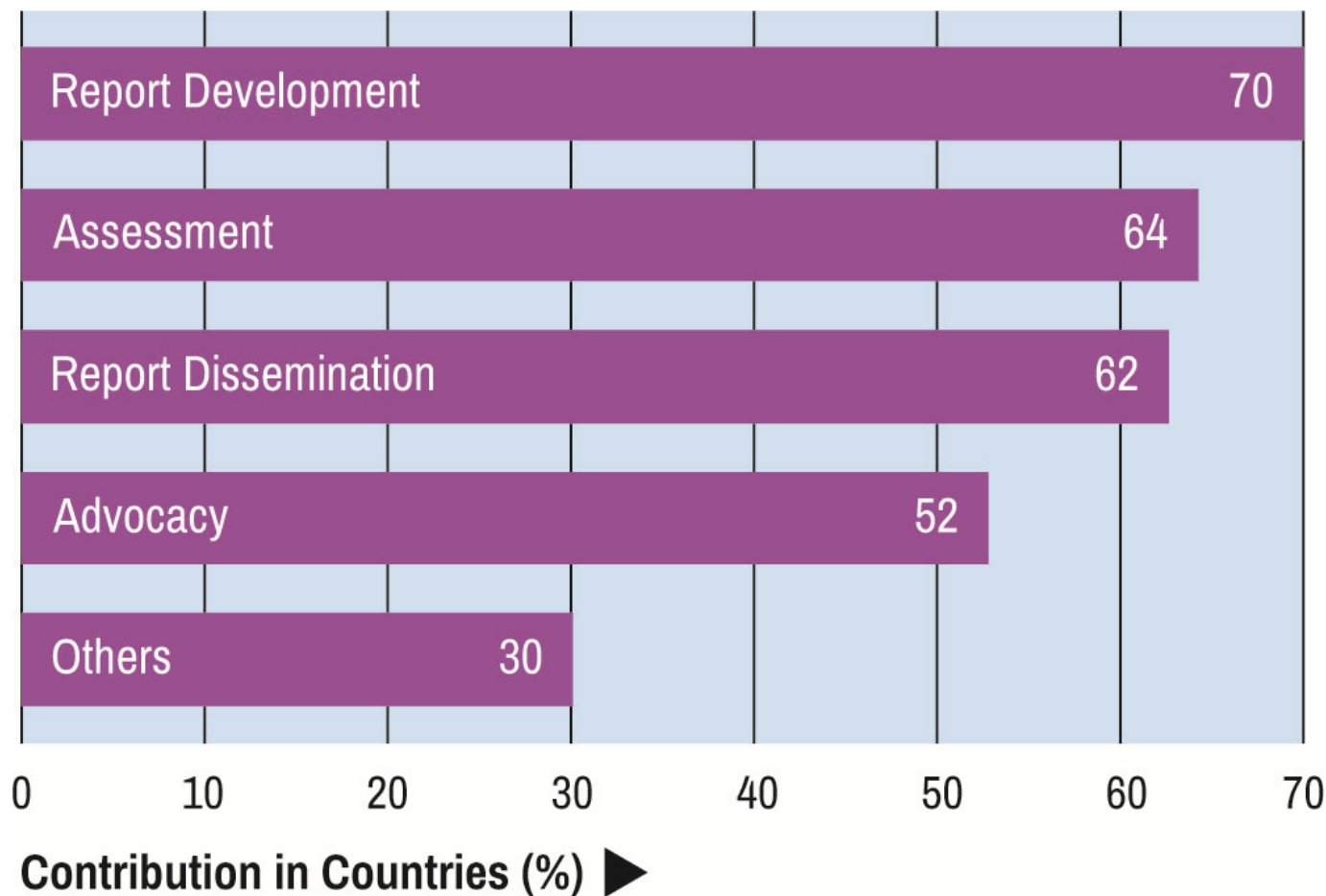
73%

65%

63%

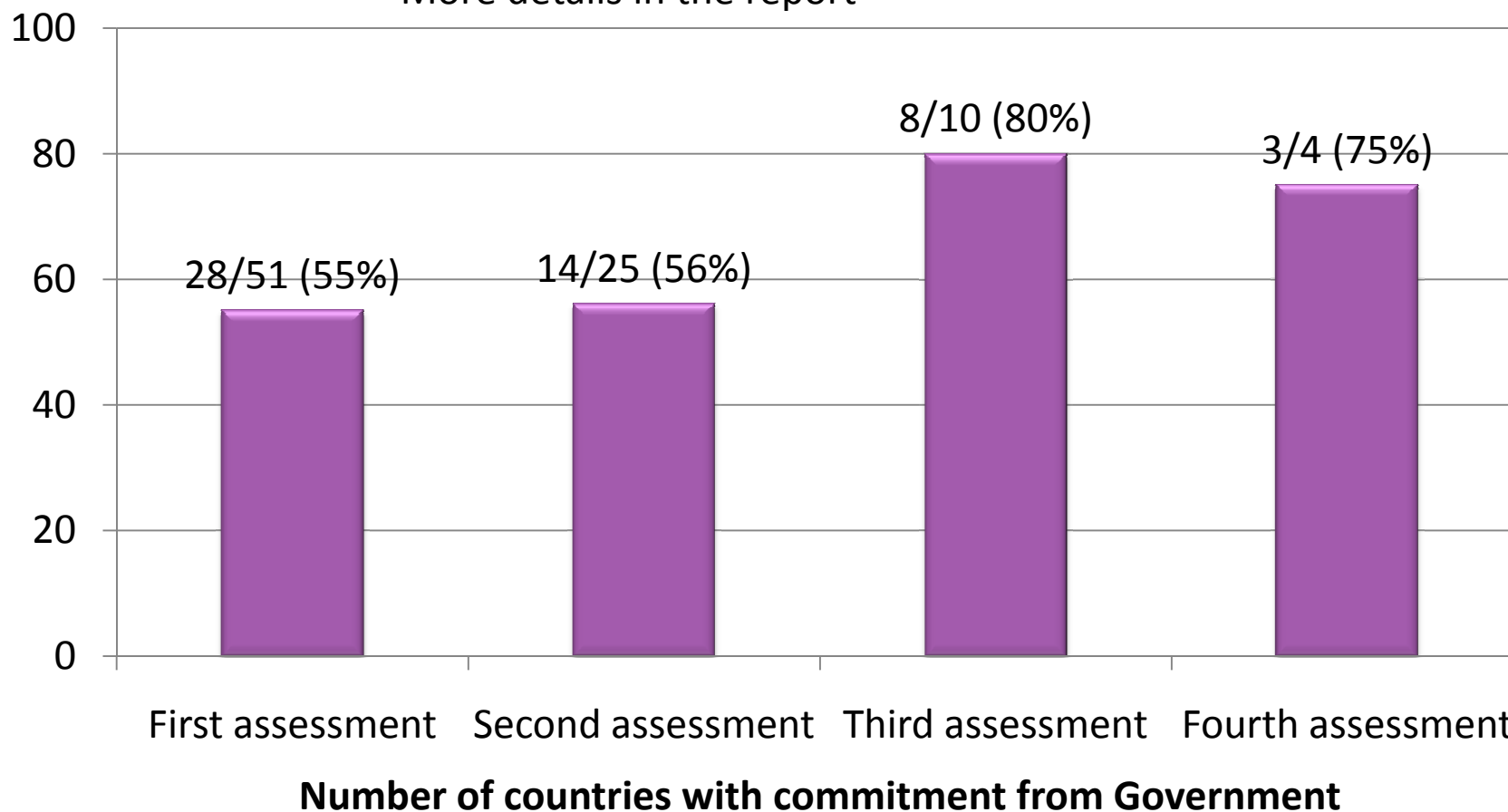
55%

Role International Baby Food Action Network (IBFAN) Played



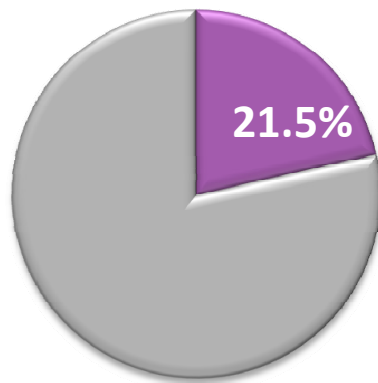
Analysis n Reports Prompt 2/3rd Governments Commit or Take Actions

More details in the report

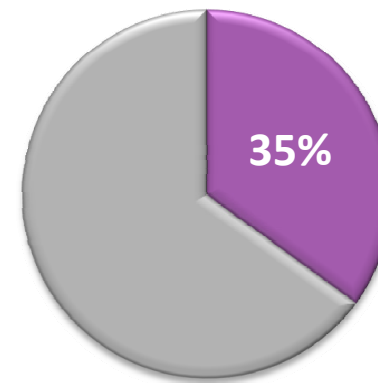


Other Gains

CRC reporting

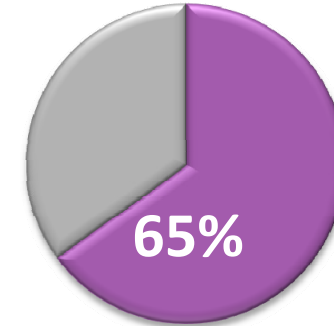


Funding



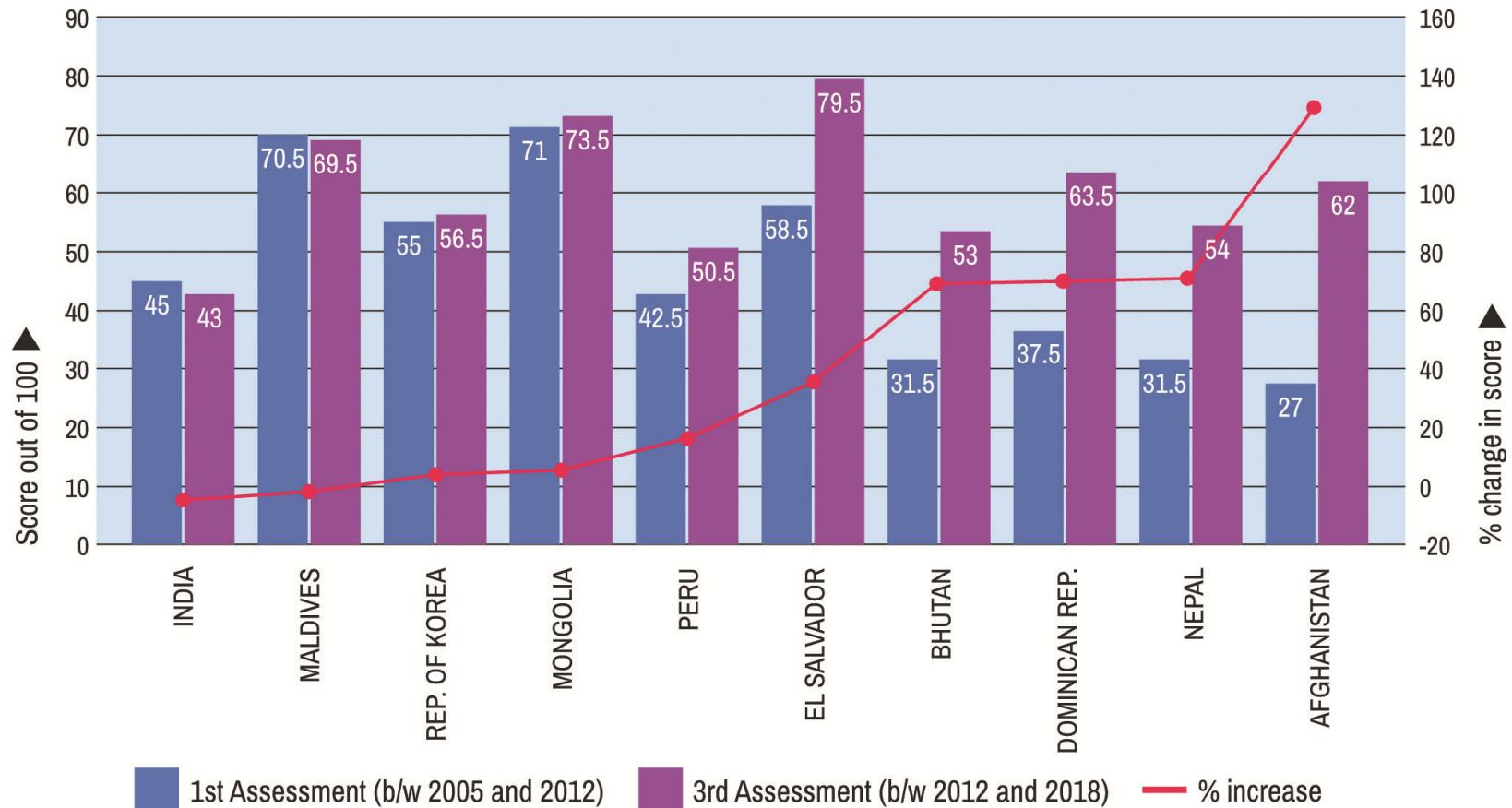
Capacity building of health workers skills was common

WBTi Leaves Behind a Sustainable Core Group

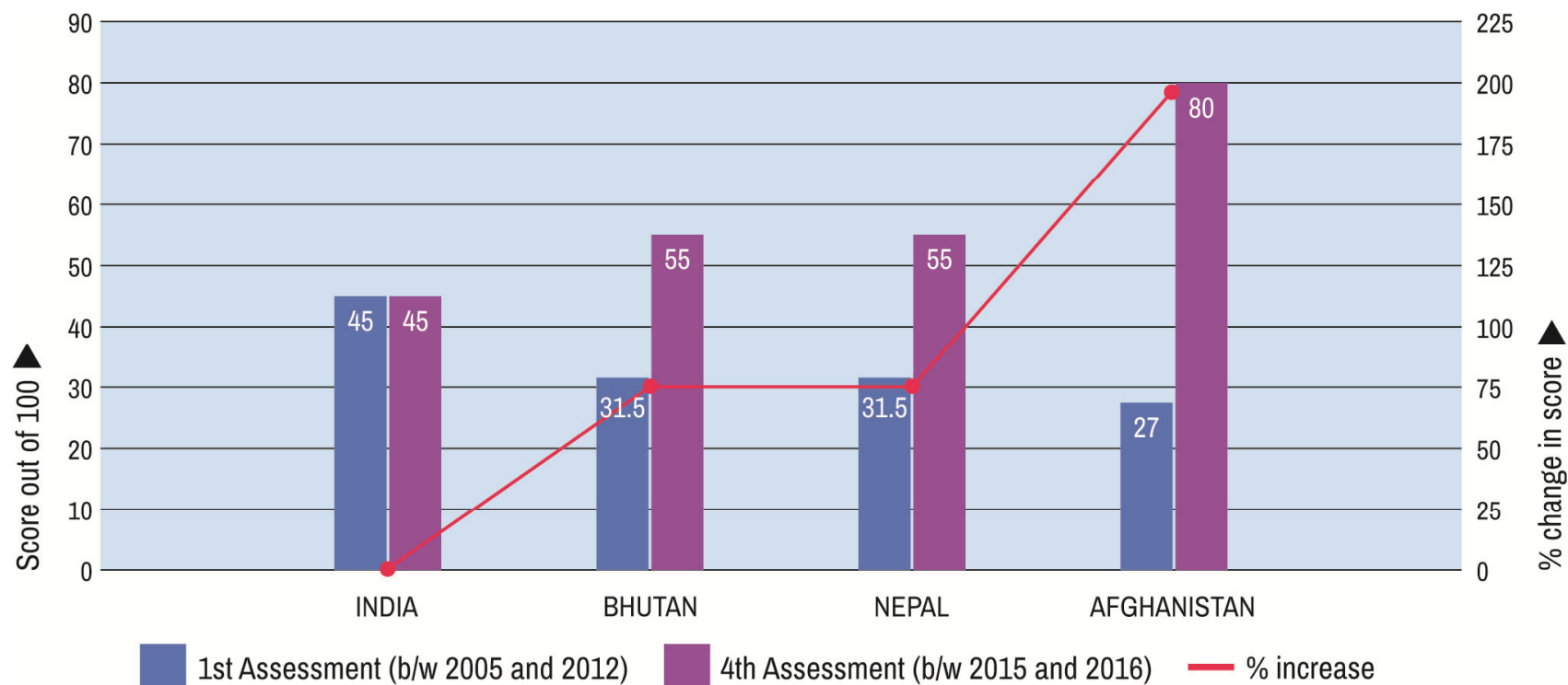


- Reconnecting with other organisations
- Contact with government policy makers
- Asking the governments to organise data collection
- Involved in evaluations, research
- Dissemination of knowledge
- Monitoring and submitting reports of Code Violations
- Presenting WBTi reports at conferences/meetings
- Writing (more than 10 so far published)

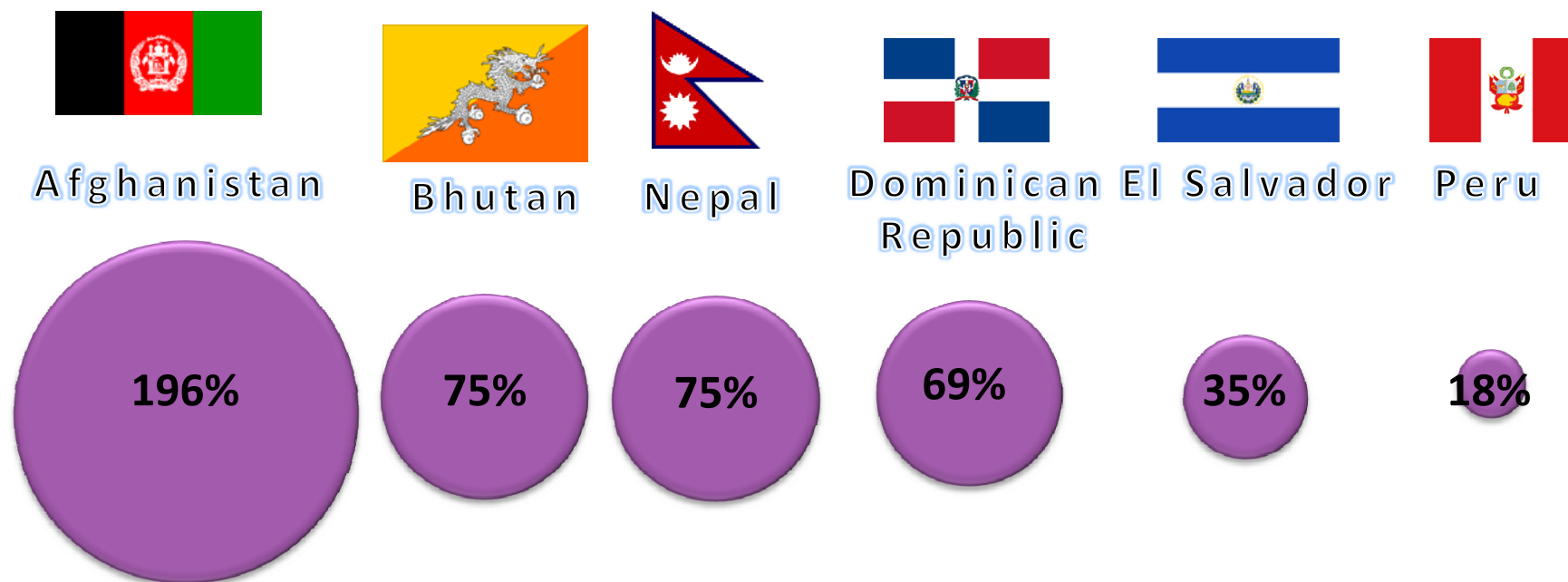
Periodic Monitoring Key to Improved Policy and Programmes(1-3rd)



Periodic Monitoring Improved Policy and Programmes (1st - 4th)

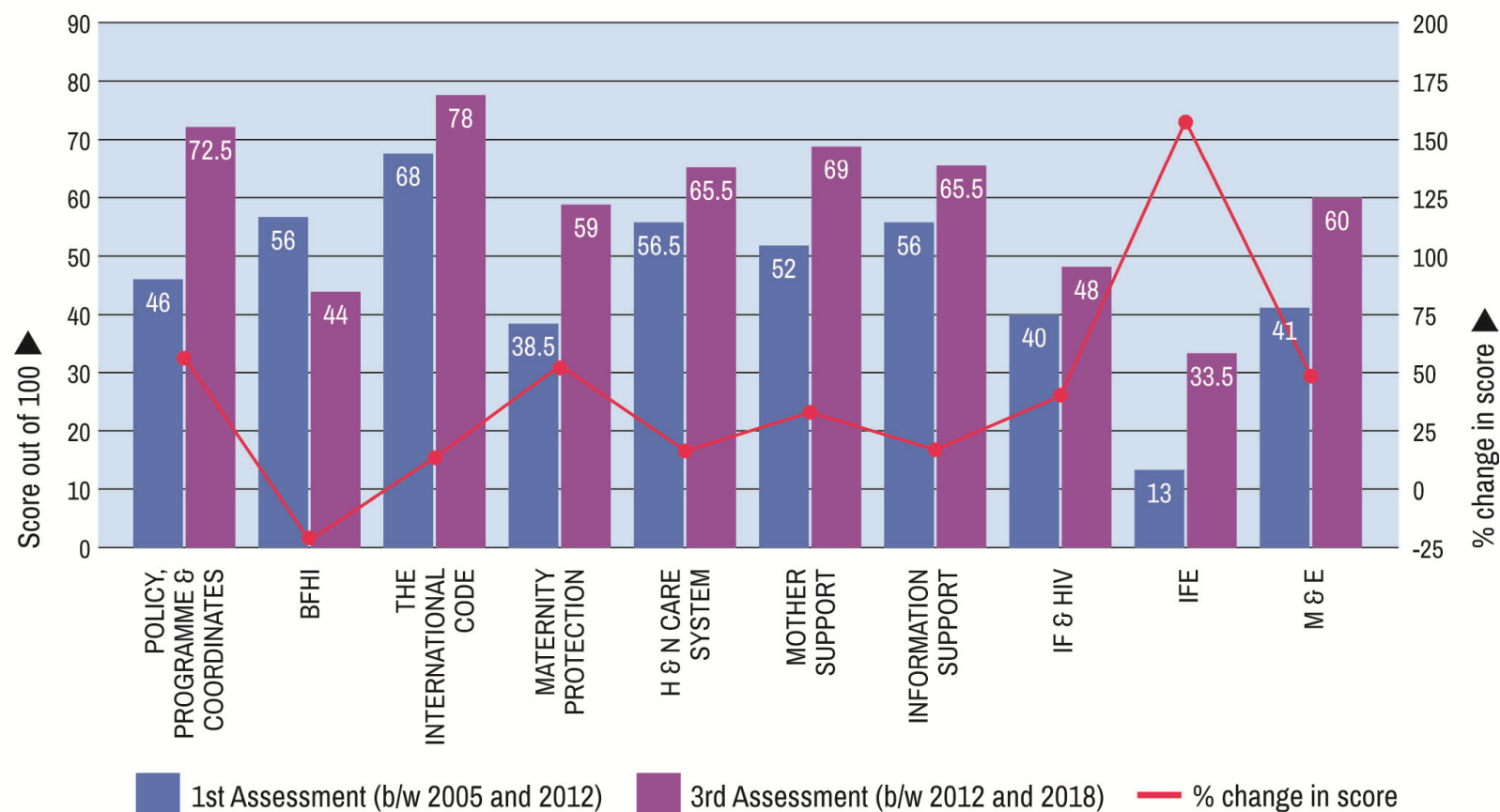


Gain in Policy/Programme Scores (1st and last Assessment)

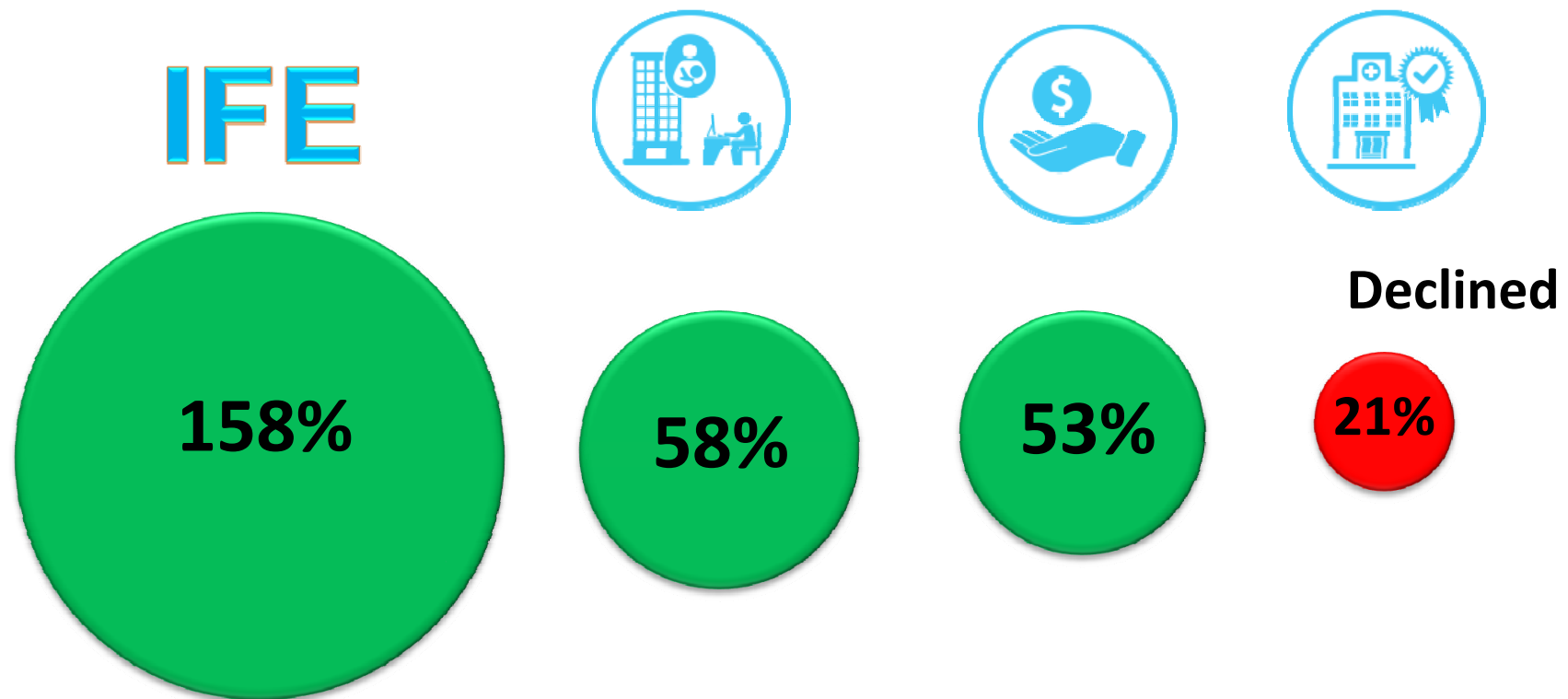


Improvement in Specific Programmes (1st-3rd)

10 countries



Gain in Specific Programmes...



Country Examples of Improved Policy/Programmes



Afghanistan



IFE



Bhutan



Dominican Republic



IFE

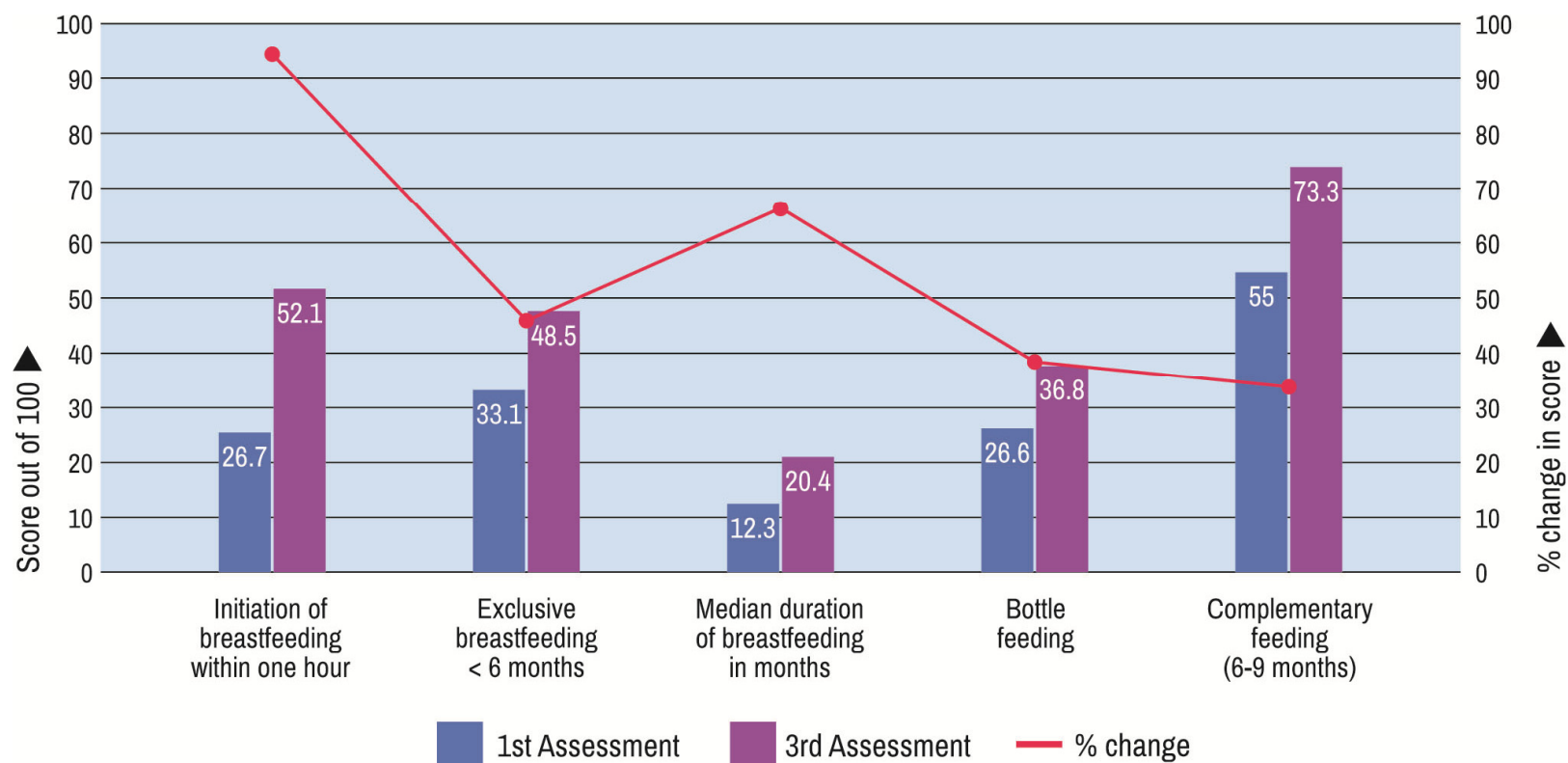


El Salvador



IFE

Changes in Policy Result in Higher Rates of Breastfeeding & IYCF Practices



in 10 countries who completed 3 assessments

Thank You !!