Framework for Call to Action (After having conducted and reported on National World Breastfeeding Trends Initiative (WBTi), Assessment

# PAGE 1

### CALL TO ACTION ON BREASTFEEDING AND INFANT AND YOUNG CHILD FEEDING

### Date

### Place

### Organisations (LOGOS)

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***We, the participants,*** individuals and organizations in various capacities such as [public health professionals, nutritionists, academicians, peoples movements, government representatives and global agencies,] have come together at the launch of the report “ 1st/2nd or …XX report on assessment of COUNTRY’s policy and programmes on breastfeeding and infant and young child feeding” are:

***Aware*** of the findings of the report “XXXXX on assessment of India’s policy and programmes on breastfeeding and infant and young child feeding in COUNTRY,

***Aware***ofthefactthatprivatizationandcommercializationareoverarchingissuesaffectinginfantfeedingespecially among weak, vulnerable and marginalized,

***Concerned*** on the weak implementation of the International Code of Marketing for Breastmilk Substitutes / or the National legislative framework ….XXXXX is detrimental to infant feeding;

***Note*** with concern that the gaps in the policy and programmes are substantial requiring considerable inputs to support women to remove barriers to breastfeeding;

***Express*** concern that XX out of XX new-born babies are not able to begin breastfeeding within an hour, XX out of XX infants under 6 months of age are not exclusively breastfed; only XX out of XX infants after 6 months of age receive minimum acceptable diet, and infant formula is being used unnecessarily at the time of birth in health facilities;

***Recognize*** that protection, promotion and support of breastfeeding and optimal infant and young child feeding is critical to health, nutrition, and survival and development of children and women’s health, and contributes substantially to reduce obesity and type-2diabetes;

***Aware*** that improvements in breastfeeding would help achieve the SDG targets for health, food security, education, equity, development and the environment.

***Reaffirming*** that breastfeeding awareness is recognized in the Convention on the Right of the Child as a right to health;

***Reaffirming*** the national commitment of Ministry of Health towards child health,

***Recalling*** the Global Strategy for Infant and Young Child Feeding to strengthen national efforts to protect, promote and support optimal infant and young child feeding practices;

***Acknowledging* t**hat increasing the rates of breastfeeding and infant and young child feeding practices requires sustainable and adequate technical and financial resources for implementing the legal frameworks, strengthening BFHI and Ten steps to successful breastfeeding in the hospitals, provision of skilled counselling services in health facilities and communities;

***Aware*** that the World Bank's Investment Framework on Nutrition provides an estimate of funding to be about 4.7 US$ per child born, and additional costs are required for maternity protection;

***Reaffirming*** COUNTRYs commitment to the World Health Assembly resolution 71.9 (May2018) on Infant and Young Child Feeding “to increase investment in development, implementation and monitoring and evaluation of laws, policies and programmes aimed at protection, promotion, including education and support of breastfeeding, including through multisectoral approaches and awareness raising;”

***Acknowledging*** the recognition of breastfeeding as a human right of both mothers and babies,

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## We, the undersigned commit ourselves to human rights of women and children and work towards the actions listed below. We also CALL UPON GOVERNMENT OF COUNTRY, OTHERS CONCERNED TO INITIATE FOLLOWING ACTIONS:

List actions here not more than 10 depending on key findings of the report.

1.

2.

XXX

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LIST the partners who are associated and are signatories to this Call to Action

1.

2.

XXXXX