

How WBTi is integrated in the Global Breastfeeding Collective and CRC Reporting.

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What is the Global Breastfeeding Collective?



MISSION

-  Enable more mothers to breastfeed by **securing new financial resources** for national breastfeeding programs and **strengthening political commitment**
-  Encourage **adoption of supportive laws, policies and tools** at the global, regional and country levels within the broader development, humanitarian and human rights agenda



STRATEGIC GOALS



Foster leadership and alliances



Effectively integrate and communicate breastfeeding messages



Mobilize resources and promote accountability



Build knowledge and evidence to enhance breastfeeding policies, programs, financing and communication



GLOBAL BREASTFEEDING COLLECTIVE MEMBERS



GLOBAL BREASTFEEDING
COLLECTIVE



7 POLICY ACTIONS



1 Increase funding to raise breastfeeding rates from birth through two years



2 Fully implement the International Code of Marketing of Breastmilk Substitutes and relevant WHA resolutions, through **strong legal measures that are enforced and independently monitored** by organizations free from conflicts of interest



3 Enact paid family leave and workplace breastfeeding policies, building on the International Labour Organization's maternity protection guidelines as a minimum requirement, including provisions for the informal sector



4 Implement the Ten Steps to Successful Breastfeeding in maternity facilities, including providing breastmilk for sick and vulnerable newborns



5 Improve access to skilled breastfeeding counselling as part of comprehensive breastfeeding policies and programmes in health facilities



6 Strengthen links between health facilities and communities, and encourage community networks that protect, promote, and support breastfeeding



7 Strengthen monitoring systems that track the progress of policies, programmes, and funding towards achieving both national and global breastfeeding targets





GLOBAL BREASTFEEDING SCORECARD, 2019

INCREASING COMMITMENT TO BREASTFEEDING THROUGH FUNDING AND IMPROVED POLICIES AND PROGRAMMES

Breastfeeding has numerous benefits for both mothers and children. It stimulates cognitive development and protects infants against diarrheal infections and pneumonia. It also decreases the risk of obesity and chronic diseases such as type II diabetes.¹ It serves as a protection against ovarian cancer and breast cancer among nursing mothers² and assists them with birth spacing.³ Breastfeeding results in lower healthcare costs. Countries' investment towards improving breastfeeding practices would result in US \$35 of economic return per dollar invested.⁴ Inadequate breastfeeding rates result in economic losses of about US \$302 billion annually, which represents 0.49% of the world's Gross National Income (GNI).⁵ Increasing breastfeeding could prevent 823,000 annual deaths in children under five and 20,000 annual deaths from breast cancer.⁶

Governments play a fundamental role in protecting the health of women and children through improving policies and programmes that support breastfeeding. The Global Breastfeeding Collective (the Collective), led by WHO and UNICEF, has identified seven policy action priorities, each with an indicator and a set target to be achieved by 2030.

The Global Breastfeeding Scorecard was first introduced by the Collective in 2017. It examines these indicators at the national and global levels. The Scorecard is designed to encourage and document progress on the promotion, protection and support of breastfeeding.⁷

**GLOBAL BREASTFEEDING
COLLECTIVE**



MONITORING SYSTEMS

TRACK PROGRESS ON POLICIES, PROGRAMMES AND FUNDING. Continuous tracking and evaluation of progress on breastfeeding policies, programmes, and practices is an important step that allows countries to learn about the effectiveness of their efforts. The World Breastfeeding Trends Initiative (WBTI) helps countries to assess their breastfeeding programmes and policies and create an action plan to address any gaps. Only 41% of countries have completed a WBTI assessment in the last five years, indicating inadequate programme evaluation worldwide. Similarly, only 36% of countries have collected data on exclusive breastfeeding in the last five years. By 2030, the Collective aims to increase these percentages to 75%.

https://www.unicef.org/nutrition/index_100585.html

How does WBTi help in CRC Reporting?



The CRC and Nutrition



Article 24

1. States Parties recognize the right of the child to the enjoyment of the highest attainable standard of health
2. States Parties shall pursue full implementation of this right and, in particular, **shall take appropriate measures:**
 - (a) To diminish infant and child mortality;
 - (c) To combat disease and malnutrition ... through, inter alia ... the provision of adequate nutritious foods
 - (e) To ensure that all segments of society ... are informed, have access to education and are supported in the use of basic knowledge of child health and **nutrition, the advantages of breastfeeding ...**

Committee on the Rights of the Child



- The Committee on the Rights of the Child monitors the Convention.
- States must report to the Committee every five years.
- UNICEF, CSOs, and children themselves can provide extra information.
- The Committee examines report and raises concerns or makes recommendations to the State party.

Committee on the Rights of the Child



- IBFAN prepares “alternative reports”.
- UNICEF, WHO and IBFAN periodically brief the CRC on nutrition, IYCN, and on “appropriate measures” that Governments should be taking to fulfill their obligations under the Convention.
- This has had a tangible impact on recommendations made by the Committee... and Government action.

Using WBTi indicators and data in the reporting process

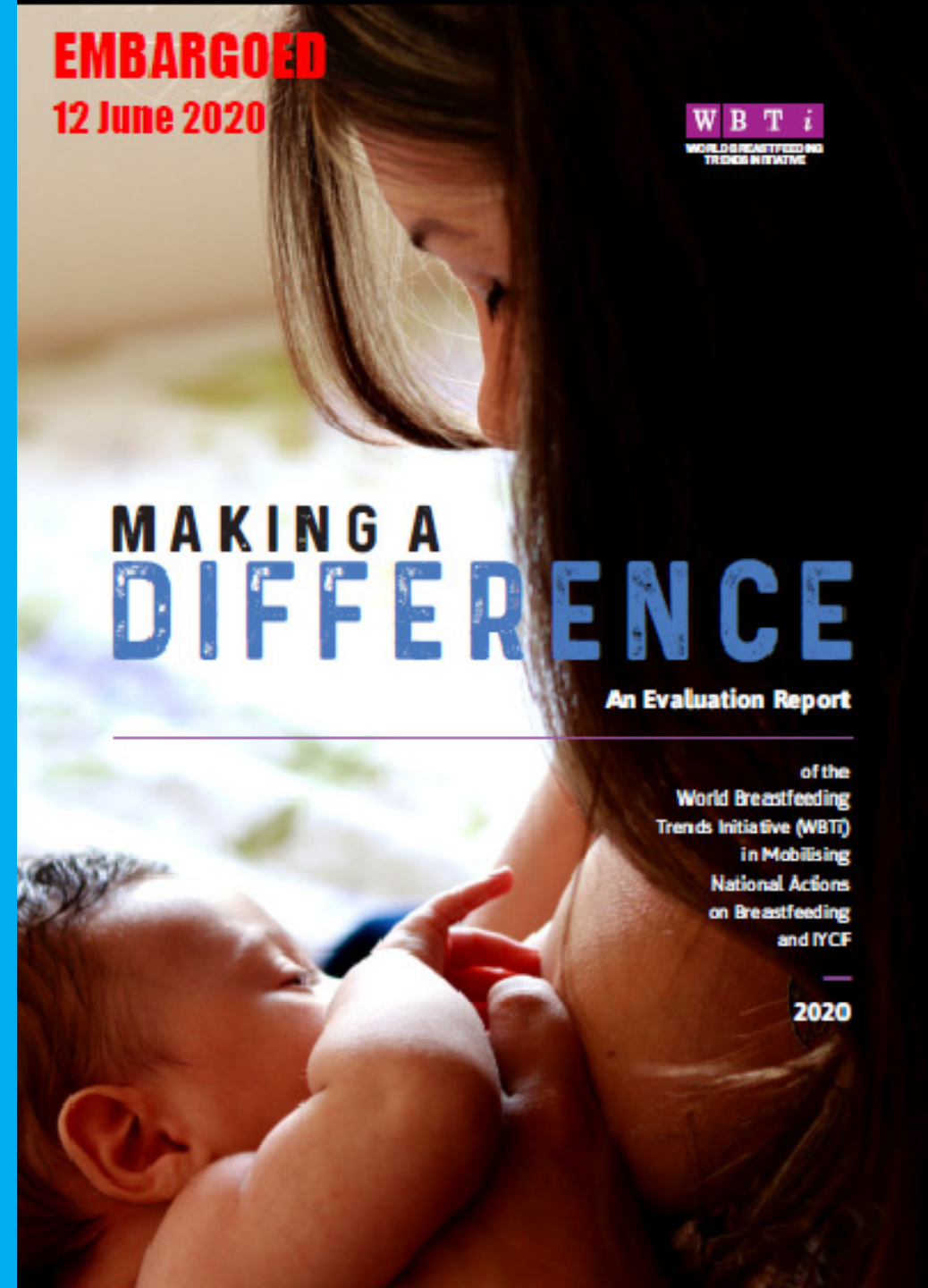


- In 2014 -15, IBFAN alternative report template included WBTi indicators - started using WBTi reports as a data source
- Reports able to cover all elements necessary to ensure adequate protection, promotion and support of breastfeeding.
- Between 2014 – 2018, IBFAN's advocacy contributed to 90 IYCF CRC recommendations.

In addition to the benefits of implementing WBTi at the national level revealed in the Report, the Initiative:

- Contributes to the mission of the Global Breastfeeding Collective;
- Assists the CRC in crafting relevant recommendations to Governments to improve the breastfeeding situation, protecting the rights of mothers and babies.

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Thank you.

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