USING A GENDER ANALYSIS
OF THE WBTI TO PRIORITIZE
ADVOCACY WORK: THE CASE
OF AUSTRALIA

An initiative of the International Baby Food Action Network
AUSTRALIA — HISTORICAL CONTEXT

Australia led the way by being one of the first nations to include breastfeeding in the national dietary guidelines.

By 1994, Australia’s food and nutrition planning reflected an understanding of the link between breastfeeding and chronic conditions.

By 1994, Australia saw evidence of political commitment to increasing breastfeeding rates, in the form of budgeted funding.

Best Start Report

ABA Breastfeeding Leadership Plan


Australian National Breastfeeding Strategy 2019 and Beyond

WBTi Australia Assessment

CONTEXT

WBTI Australia Assessment


Australian National Breastfeeding Strategy 2019 and Beyond

2007

2017–2018

2019

2004

2009

1996

1994

1981
THE TEAM

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Australia: Report Card 2018

Overall gaps

Australia has no national policy, national committee or nationally-coordinated programs that protect, promote and support breastfeeding in line with global recommendations for exclusive breastfeeding, adequate maternity leave or guidelines that refer to the current research for breastfeeding, including for HIV/AIDS and IYCF-E.

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<tr>
<th>The integration of breastfeeding support between health care systems and the community through BFHI accreditation and peer-to-peer support for breastfeeding and IYCF is not currently recognised, adequately funded or prioritised.</th>
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<td>The current Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement (MAIF) fails to meet Australia’s responsibilities to enact, monitor and enforce the WHO Code and all subsequent WHA resolutions regarding health and nutrition claims for foods for infants and young children (0–36 months).</td>
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<td>There is no current pre-service training requirement for breastfeeding and IYCF skills and knowledge for all health professionals who can reasonably be expected to care for women and/or infants in their professional role.</td>
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<td>There is no routine collection of nationally representative data measuring breastfeeding and IYCF practices that align with the global indicators to provide guidance that can be used for monitoring and evaluation of breastfeeding and IYCF practices, nor is the value of women’s care work, such as breastfeeding included in official statistics.</td>
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Overall recommendations

That the Australian Government enact, adequately fund and effectively communicate a national breastfeeding and IYCF policy and associated guidelines to adopt global recommendations for exclusive breastfeeding, adequate maternity leave, and international recommendations on breastfeeding and HIV/AIDS and IYCF-E policies.

That the Australian Government establish a national breastfeeding and IYCF advisory committee to include government and non-government stakeholders free from conflict of interest and tasked with coordinating programs, influencing legislation and ensuring community education of breastfeeding and current IYCF practices.

That the Australian Government support the integration of breastfeeding and IYCF services between the health care system and community through establishment and funding of an independent, WHO Code-compliant body to administer, monitor and expand BFHI, and ongoing adequate funding of trained peer-to-peer breastfeeding counselling services.

That the Australian Government enact and enforce legislation or other effective measures to implement and enforce the WHO Code and all subsequent WHA resolutions.

That all health professionals who can be reasonably expected to care for women and/or infants and young children be required to complete pre-service and continuing education on breastfeeding and IYCF.

That the breastfeeding and IYCF advisory committee be tasked with working with relevant agencies to establish a sustainable and standardised national data collection system that uses current global breastfeeding indicators and includes timely reporting, and to establish a mechanism to measure the unpaid care work of mothers.
The World Breastfeeding Trends Initiative in Australia: Our First National Scorecard

John Huchins, ACM SPF Award Winner Committee and Naomi Hill, Coordinator of the World Breastfeeding Trends Initiative Assessment of Australia

Tweet

Failing to meet global targets for breastfeeding there are serious long-term health implications that breastfeeding is important for optimal child health and economic outcomes. Moving forward there is a need to prevent breastfeeding being interrupted. It is important to continue with breastfeeding for the first two years and beyond.

The initiative for developing an assessment tool called the World Breastfeeding Trends Initiative Assessment Tool (iWBTI AT) was established in 2018. The initiative is a global initiative designed to assess the profile of breastfeeding at a global level. A World Breastfeeding Trends Initiative Assessment Tool (iWBTI AT) was developed and established by the International Baby Food Action Network (IBFAN) Asia and Breastfeeding Promotion Network India (IBFAN), who presented the World Breastfeeding Trends Initiative Assessment Tool (iWBTI AT) assessment tool information.

There was much enthusiasm and concern to why this assessment tool was selected for the WBTI Australia for the future.

The assessment is then used to highlight gaps, and to...
Welcome: Informing the development of a position paper of the World Breastfeeding Trends Initiatives
Infant and Young Child Feeding in Emergencies

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