

# World Breastfeeding Costing Initiative (WBCi) - Financial Planning & Budgeting Tool

**Europe Training 19-22 July 2021** 





## Why Invest in Breastfeeding?

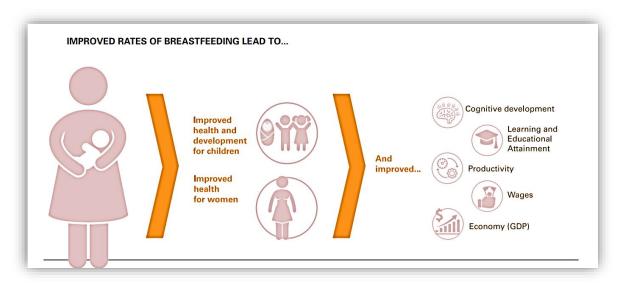


According to Global Breastfeeding Collective by WHO & Unicef's Investment Case for Breastfeeding Report (2017):

• Breastfeeding is one of the best investments in global health: every \$1 invested in breastfeeding generates \$35 in economic returns.

• In order to meet the World Health Assembly target of increasing the percentage of children under 6 months of age who are exclusively breastfed to at least 50 percent by 2025, an additional \$5.7 billion is required. This investment translates to just \$4.70 per

newborn



## The Lancet (2016)



### **Breastfeeding provides:**

- short-term and long-term health
- economic advantages
- environmental advantages to children, women, and society.

#### **Cost of Not Breastfeeding:**

- Global sales in 2014 of US\$44.8 billion show the industry's large, competitive claim on infant feeding.
- Lower intelligence and economic losses of about \$302 billion annually or 0.49% of world gross national income.

#### THE LANCET



### **WBC**i



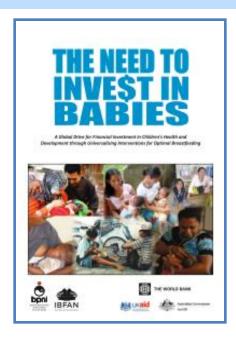
The WBCi has two components –

- ➤ The Need to Invest in Babies
- ➤ The Financial Planning Tool

### **Components of the Advocacy Package**



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Press Release 10. December.2013 New Delhi

#### MBARGOED Till 10 December 2013 The Need to Invest in Babies

Globally an annual investment of USD 17.5 billion in interventions to universalize optimal breastfeeding can prevent millions of babies from Infant deaths due to diarrhea and pneumonia, impaired development, as well as reduce the risk for diabetes, hypertension, cancer and cardiac diseases in adult life; suggests a report "The Need to Invest in Babies – A Global Drive for Financial Investment in Children's Health and Development through Universalizing Interventions for Optimal Breastfeeding" by the International Baby Food Action Network (IBFAN), an international body non-governmental organization that monitors and tracks the implementation of the World Health Organization's Global Strategy for Infant and Young Child Feeding.

The report notes that of the 135 million babies born every year, unfortunately 83 million babies and their mothers are not enabled to optimally breastfeed as recommended by the World Health Organisation

The report challenges the current estimate of US\$ 2.9 Billion given by the World Bank in 2010, and provide answers to the questions raised in the UNICEF's recent global report Breastfeeding on the Worldwide Agenda" on insufficient funding for scaling up interventions on breastfeeding and infant and young ohild feeding Even though breastfeeding has been

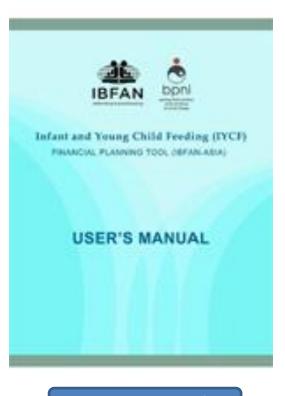




### WBCi Tool







**User Manual** 



WBCi Brochure

The excel Software

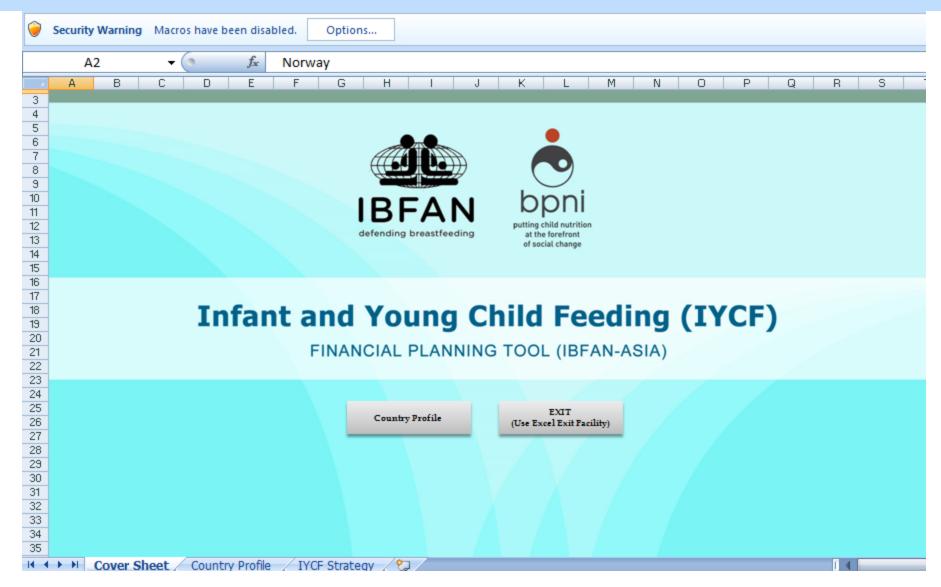


### Download the excel tool

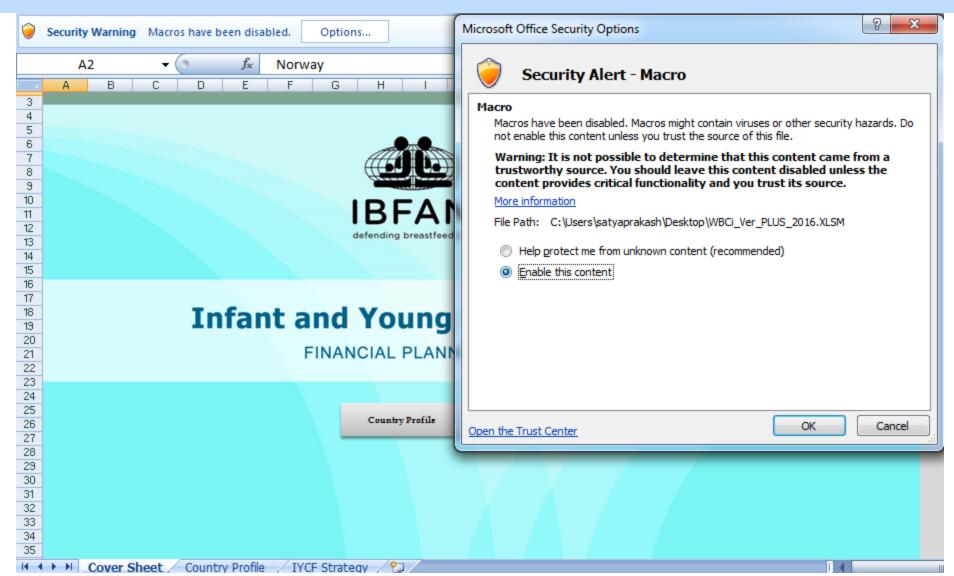
http://www.worldbreastfeedingcosting.org/wbci/WBCi Ver 1 2016.xlsm

## First Step-Enable Macros









### Select Country







#### Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)

Go To Main Menu

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#### World Breastfeeding Costing Initiative (WBCi) Release 1.1

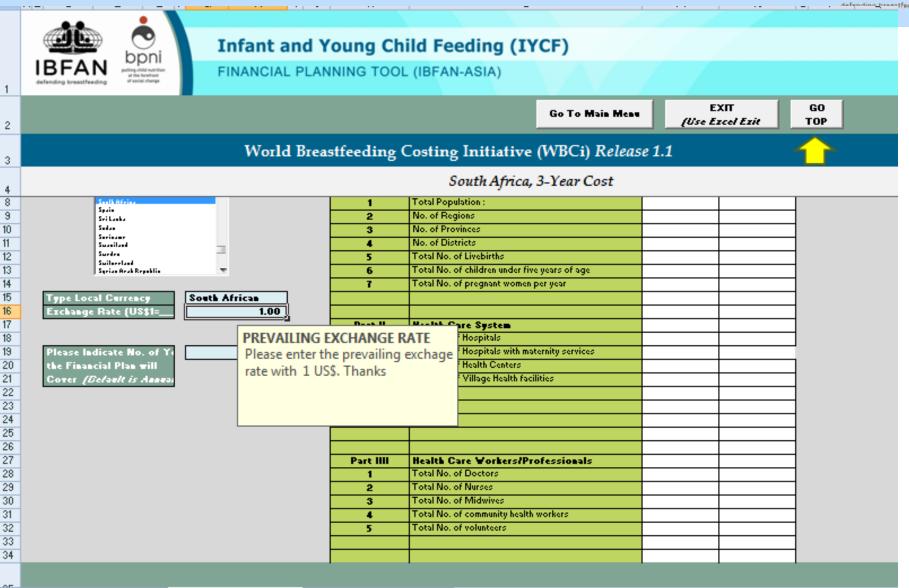


South Africa, 3-Year Cost

				COUNTRY PROFILE	V66	Number (8)
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Sadan		3	No. of Pro	vinces		
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	1	7		of pregnant women per year		
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				of Midwives		
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N Cover Sheet Country	Duofile TVC	Ctratogy	Otal No. o	or volunteers		

### Input Prevailing Exchange Rate (\$)



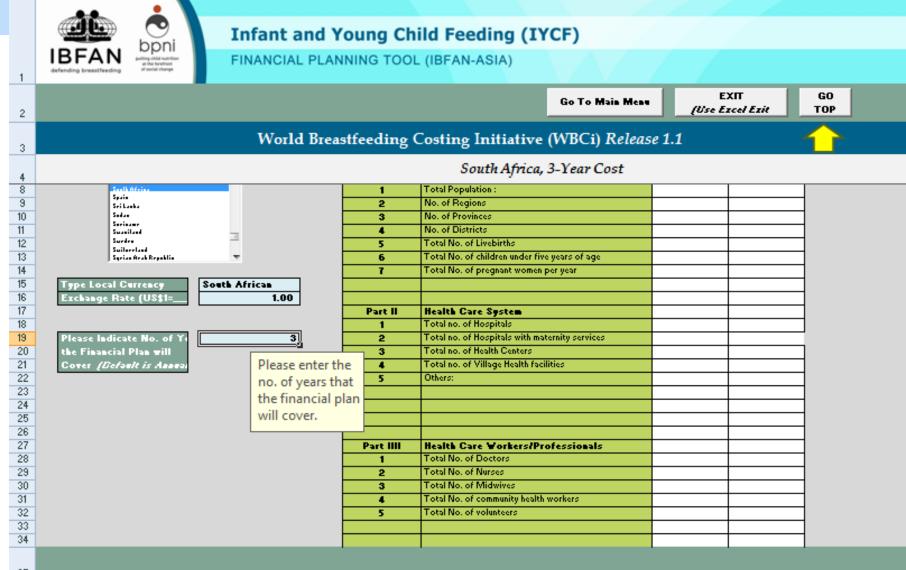


Country Profile / IYCF Strategy

Cover Sheet

## Enter the plan period





Cover Sheet | Country Profile | IYCF Strategy |

## **Enter Country Profile**







#### Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)

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#### World Breastfeeding Costing Initiative (WBCi) Release 1.1



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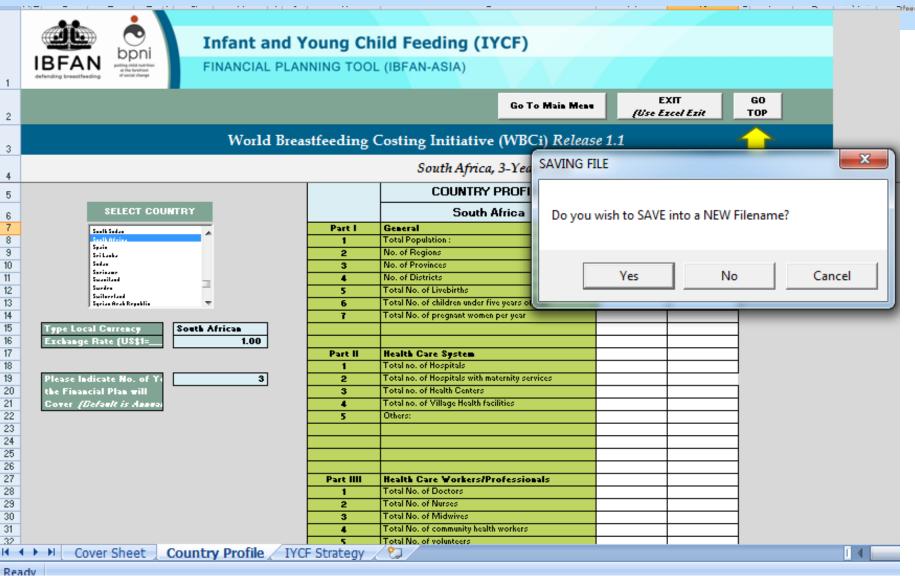
#### South Africa, 3-Year Cost

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	COUNTRY PROFILE		
	South Africa	Tear (ar of)	Humber (#)
Part I	General		
1	Total Population:		`
2	No. of Regions		
3	No. of Provinces		
4	No. of Districts		
5	Total No. of Livebirths		
6	Total No. of children under five years of age		
7	Total No. of prognant women per year		
Part II	Health Care System		
1	Total no. of Hospitals		
2	Total no. of Hospitals with maternity services		
3	Total no. of Hoalth Contors		
4	Total no. of Village Health facilities		
5	Others:		
Part IIII	Health Care Workers/Professionals		
1	Total No. of Doctors		
2	Total No. of Nurses		
3	Total No. of Miduiver		
4	Total No. of community health workers		
5	Total No. of voluntoors		

### Save File





### **IYCF Strategies**



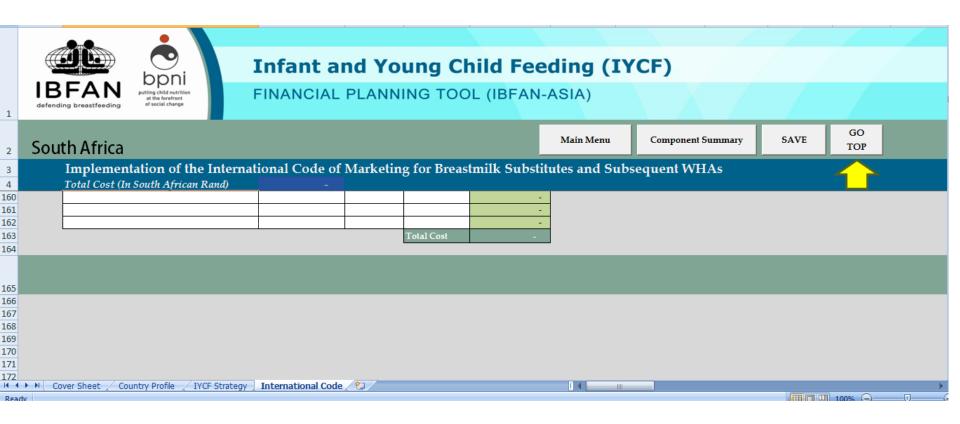
Infant and Young Child Feeding (IYCF) FINANCIAL PLANNING TOOL (IBFAN-ASIA) SAVE and Go To Country Overall Summary South Africa Profile 2 3 IYCF STRATEGIES Programme Management 5 Policy Development, Legislation, Planning and Coordination Baby Friendly Hospital Initiative (Ten Steps for 7 Successful Breastfeeding) 8 Implementation of the International Code on Marketing of Breastmilk Substitutes and VHAs 9 **Maternity Protection** 10 Health and Nutrition Care System (Pre-service, In-service Training) 11 Mother Support and Community Level IYCF Actions 12 IYCF in exceptionally difficult circumstances (IYCF in the HIV Context, IYCF in Emergencies) 13 IYCF Communication for behavior and social 14 change and Information Support 15 16

IYCF Strategy / 📆

Country Profile

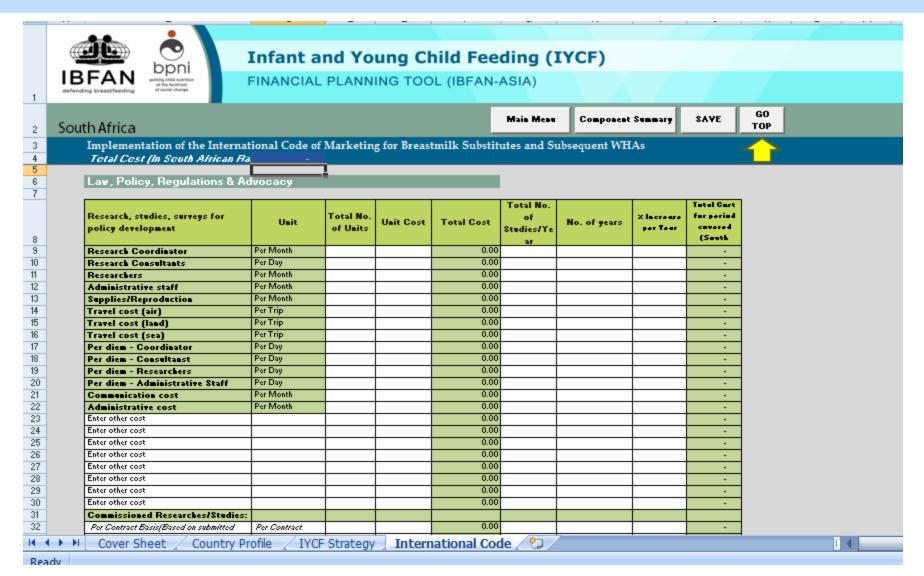
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### Research Studies





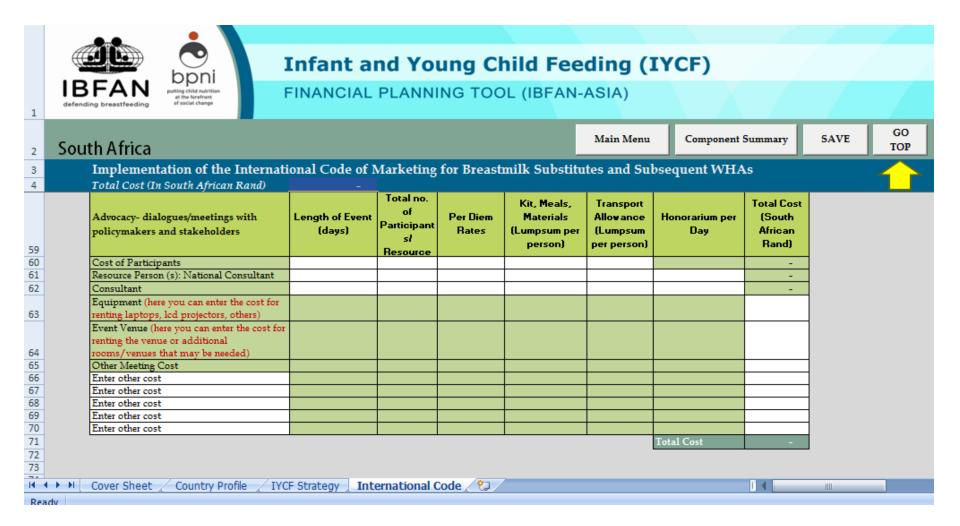
## Conferences/Seminars/Workshops



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	bpni bpni	Infant a	nd Yo	ung Cl	nild Fee	ding (1	YCF)			
	Defending breastfeeding	FINANCIAL	. PLANNI	NG TOO	L (IBFAN-	ASIA)	AX			
ı	South Africa					Main Menu	Component	Summary	SAVE	I
	Implementation of the Intern	ational Code of	Marketing	for Breast	milk Substitu	tes and Sul	sequent WHA	s		
1	Total Cost (In South African Rand)									
14 45 46 47	Conferences, seminars, workshops for policy implementation review and/or development	Length of Event (days)	Total no. of Participant st Resource	Per Diem Rates	Kit, Meals and Materials (Lumpsum per person)	Transport Allowance (Lumpsum per person)	Honorarium per Day	Total Cost (South African Rand)		
5	Cost of Participants		THE SOUTH					-		
5	Resource Person (s): National Consultan	t						-	]	
7	Resource Person (s): International							-		
8	Equipment (here you can enter the cost for renting laptops, lcd projectors, others) Event Venue (here you can enter the cost renting the venue or additional									
9	rooms/venues that may be needed)									
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9 60 61 62 63 64 65 66 67							Total Cost	-		
7										
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## Advocacy dialogue/meetings











#### Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)

South Africa

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Component Summary

SAVE

GO TOP

Implementation of the International Code of Marketing for Breastmilk Substitutes and Subsequent WHAs Total Cost (In South African Rand)



Public Dissemination Forum (Implementation of the Int. Code and WHAs)	Length of Event (days)	Total no. of Participant sł Resource	Per Diem Rates	Kit, Meals, Materials (Lumpsum per person)	Transport Allowance (Lumpsum per person)	Honorarium per Day	Total Cost (South African Rand)
Cost of Participants							-
Cost of Resource Persons: National							-
Cost of Resource Persons: International							-
Equipment (here you can enter the cost for renting laptops, lcd projectors, others)							
Event Venue (here you can enter the cost for renting the venue or additional rooms/venues that may be needed)							
Other Meeting Cost							
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						Total Cost	<b>S</b> -

Cover Sheet

Country Profile

IYCF Strategy

International Code / 📆



Ready

### Social Mobilization...







#### Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)

South Africa

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Main Menu

Component Summary

SAVE

TOP

Implementation of the International Code of Marketing for Breastmilk Substitutes and Subsequent WHAs

Total Cost (In South African Band)



Social Mobilizations & Other Advocacy Events	Length of Event (days)	Total no. of Participant sl Resource	Per Dien Rates	Kit, Meals and Materials (Lumpsum per person)	Transport Allowance (Lumpsum per person)	Honorarium per Day	Total Cost (South African Rand)
Cost of Participants							-
Cost of Resource							
Persons/Facilitators/Guides, etc: National							-
Cost of Resource							
Persons/Facilitators/Guides, etc: International							
Equipment (here you can enter the cost for							
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Event Venue (here you can enter the cost for							
renting the venue or additional rooms/venues							
that may be needed)							
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Country Profile

IYCF Strategy

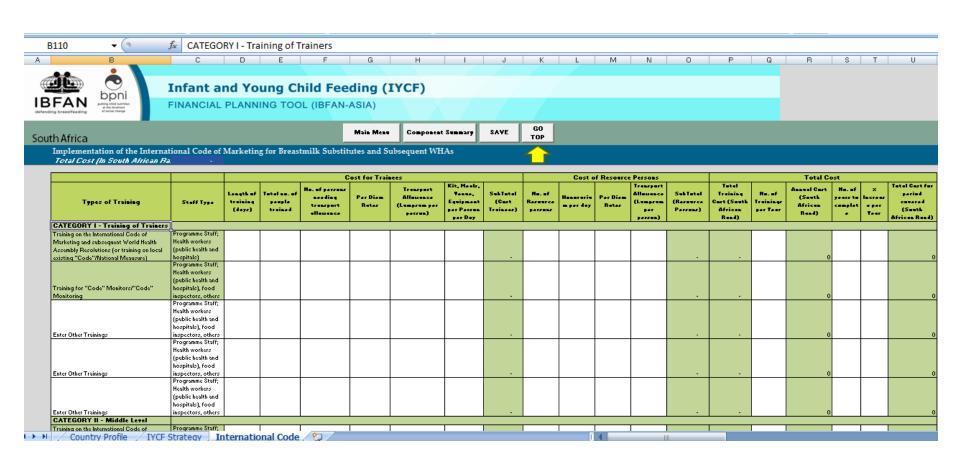
International Code



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## TOT/MLT/FLW Training





### M&E





#### Infant and Young Child Feeding (IYCF)

FINANCIAL PLANNING TOOL (IBFAN-ASIA)

South Africa Main Menu Component Summary SAVE TOP

Implementation of the International Code of Marketing for Breastmilk Substitutes and Subsequent WHAs

Total Cost (In South African Rand)



Monitoring and Evaluation of Compliance

Country Profile

IYCF Strategy

	Number of:	No. of	Number of		Travel cost	Total travel	Per diem	Total Per	Total Cost	
Cost of Monitoring	Districts Provinces Regions	Regions to be Covered	Monitoring visits per Year/ All	No. of Persons	per Person (South African	cost (South African Rand)	per Person (South African	diem (South African	(South African Rand)	No year
Monitoring Visits (land)								-	-	
Monitoring Visits (air)	0							-		
Monitoring Visits (sea)	0							-		
Cost of Evaluation										
Evaluation Design (here you can enter the										
proposed/estimated costs for evaluation										
activities to be conducted internally or by a										
third party)										
Field Evaluation/Operating Cost (here enter										
the total cost that will be needed for the										
conduct of the evalution, like travels, per										
diems, transportation, materials, meetings, etc)										
Cost of Analysis and Evaluation Report										
Enter other monitoring/evaluation cost										
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Enter other monitoring/evaluation cost										
								Total Cost	-	

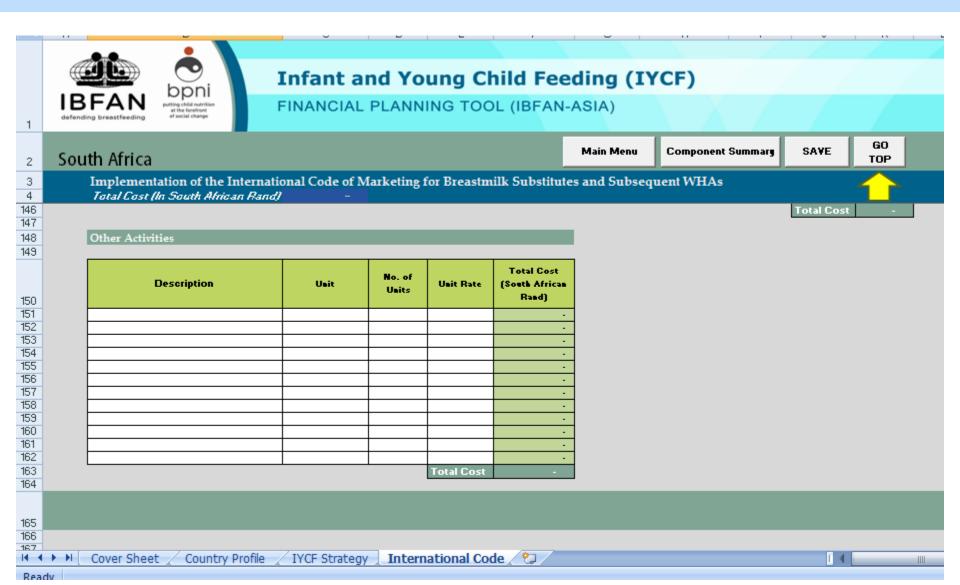
International Code

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Cover Sheet

### Other Activities





## **Component Summary**



Main Menu

1	IBFAN defending breastfeeding	Infant and Young Child Feeding FINANCIAL PLANNING TOOL (IBFAN-ASIA)		
2	South Africa		Back	Overall Summary

Component Summary

3

South Africa (in South African Rand and US \$ Equivalent)

Implementation of the International Code of Marketing for Breastmilk

6	Component Cost	Total Cost (South African Rand)	Cost distribution analysis (2)	Total Cost (US\$)
	Research, studies, surveys for policy			
	implementation (International Code			
- 7	and subsequent VHAs)		#DIV/0!	-
	Conferences, seminars, workshops			
8	for policy implementation review		#DIV/0!	-
	Lobbying- dialogues/meetings with			
9	policymakers and stakeholders		#DIV/0!	-
	Public Dissemination Forum			
10	(Implementation of the Int. Code and	-	#DIV/0!	-
	Social Mobilizations & Other			
11	Advocacy Events		#DIV/0!	-
12	Training	-	#DIV/0!	-
13	Monitoring and Evaluation of		#DIV/0!	-
14	Other Activities		#DIV/0!	-
15	Total	•	#DIY/0!	-
16				

Amount Received (South African Rand) GOVERNMEM	Amount Received (South African Rand) DONOR	Amount Received (South African Rand) TOTAL	Actual Expenditure (South African Rand)	Utilization Ratio (2)
		0		0.0%
		0		0.0%
		0		0.0%
		-		
		0		0.0%
		0		0.0%
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Cover Sheet

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Country Profile

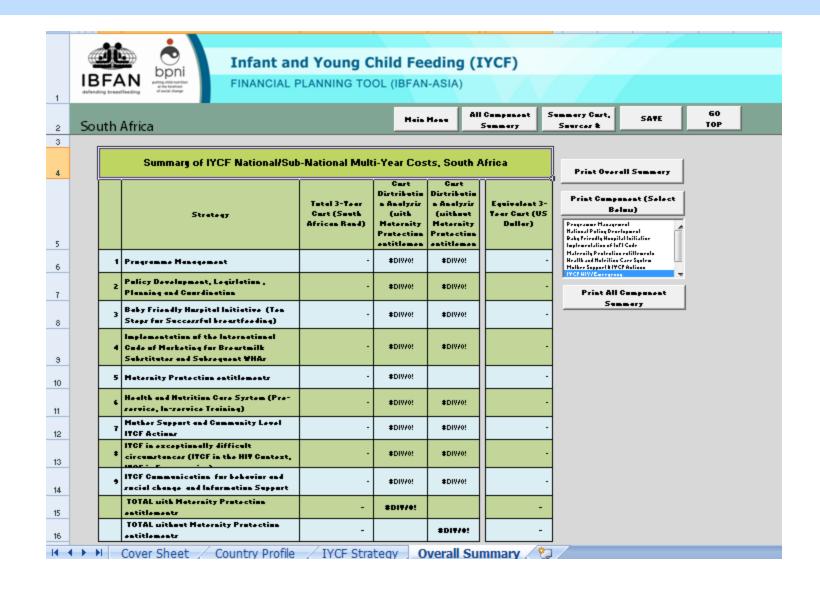
IYCF Strategy

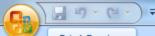
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## **Print Options**







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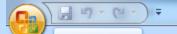
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#### Component Summary

South Africa (in South African Rand and US\$ Equivalent) Implementation of the International Code of Marketing for Breastmilk

Component Cost	Total Cost (South African Rand)	Cost distribution analysis (%)	Total Cod (US\$)
Research, studies, surveys for policy implementation (International Codeand subsequent WHAs)		#DIV/OI	
Conferences, seminars, workshops for policy implementation review and/or development		#DIV/OI	
Lobbying-dialogue/meetings with policymakers and stakeholdes		#DIV/OI	
Public Dissemination Forum (Implementation of the Int. Code and WHAs)		#DEV/OI	
Social Mobilizations & Other Advocacy Brests		#DIV/0t	
Tunining		#DIV/0!	-
Monitozing and Brahuation of Compliance		#DIV/0I	-
Other Activities		#DIV/0!	-

Preview: Page 1 of 1



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#### All Component Summary

South Africa (in South African Rand and US \$ Equivalent)

Programme Management

ComponentCod	Total Cod (South African Rand)	Coat distribution analysis (%)	Total Cost (US\$)
Frogram me Managem ent Unit		#DIV/O	
Operations		#DIV/O	
Information System		#DIV/0I	
Research and Development		#DIV/O	
Annual Planning, Management, Staff & Volunteer Development		#DIV/OI	
Hum an Resources		#DIV/O	
Monitoring and Bvaluation		#DIV/OI	
Capital Cost	-	#DIV/0	-
Other Activities		#DIV/OI	•
Total		#DIV/0!	

South Africa (in South African Rand and US \$ Equivalent)

Policy Development, Legislation , Planning and Coordination

Component Cod	Total Cost (South African Rand)	Cost distribution analysis (%)	Total Cost (US\$)
Research, studies, surveys for policy development		#DIV/OI	
Conferences, seminers, workshops for policy reniew and development		#DEV/OI	
Pive Year National Plan of Action on Infant and Young Child Feeding		#DIV/OI	
CODEX: Coordination, Meeting, Management and Participation		#DIV/Q	
Lobbying- dialogu e/m setings with policym skers and stakehold ers		#DIV/OI	
Coden: Conferences, seminers, workshops for policy review and development		#DIV/OI	
Public Dissemination Forum (Policy and Plan of Action)		#DIV/OI	
Social Mobilizations & Other Advocacy Events		#DEV/O	

### Conclusions



- Urge all countries to use this tool in calculating budgets for specific or overall interventions
- Urge WHO/UNICEF to promote tool to more & more countries and governments to help assist in developing budgets



# WBCi Demo Video



# Thank you