



World Breastfeeding Trends Initiative (WBTi)

The World Breastfeeding Trends Initiative(WBTi) Europe Training

What is WBTi and the success so far;
The global WBTi experience and its impact
19-22 July 2021



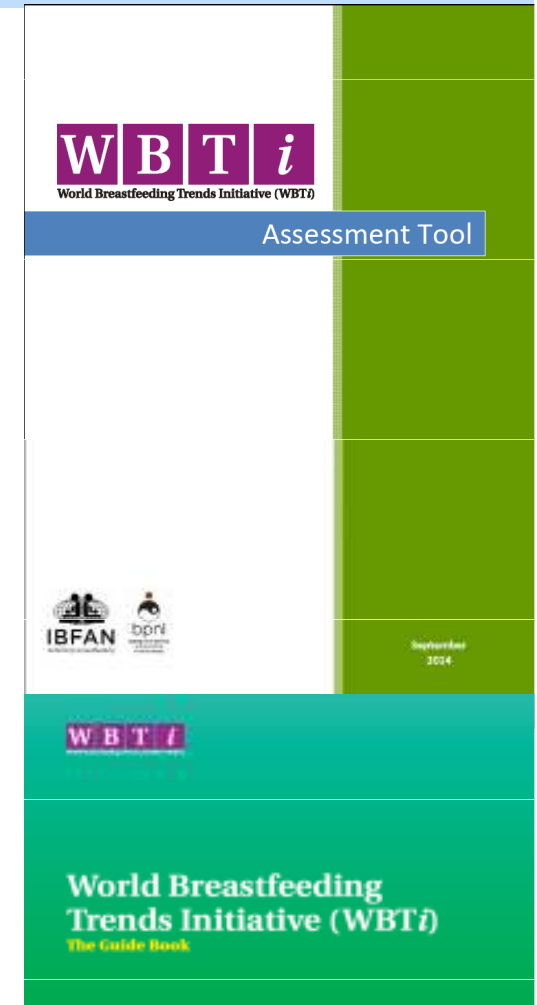
What is World Breastfeeding Trends Initiative(WBTi)



- This is an initiative designed to **assess the status of policies and programmes on Breastfeeding and IYCF.**
- Its WBTi Assessment tool is **based on the WHO's tool for assessment** of national policies and programmes.
- In addition to assessment WBTi **galvanises local action and builds a repository.**

What is WBTi ?

- WBTi is a tool that assist 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 **assesses the strengths and weaknesses in 10 indicators of policy and programmes on breastfeeding and IYCF** and **documents gaps**.
- It builds and maintains a **Global Data Repository** on policies and programmes of all countries that is quickly retrievable.
- Generates **reports** and **report cards** for advocacy.



Purpose of WBTi



- To provide **critical information to governments**, needed to bridge gaps in policy and programmes **in order to increase rates of breastfeeding** and infant and young child feeding practices and to use the WBTi tools to **galvanise action at country level**.
- To **maintain a global data repository** of information on policies in programmes related to breastfeeding and IYCF.

Components of WBTi



1. A **process of national assessment** of policy and programmes.
2. A **process for generating country reports** on the gaps.
3. A **web- based tool for colour coding and objective scoring of indicators**, as well as a data bank on policy& programmes.
4. A system to use the findings and launch a '**Call to Action**'.

The Only Biggest Data Repository on IYCF Policy and Programme

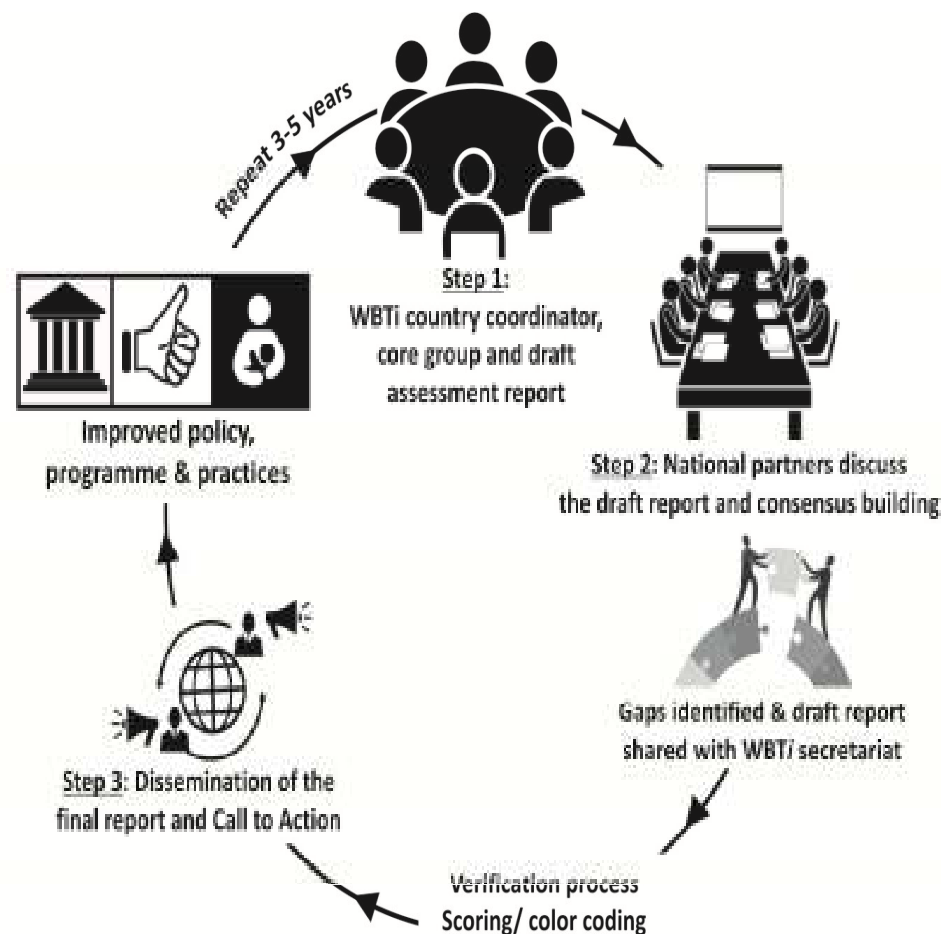


- The web-tool stores information on policy and programmes, **accessible everyone**.
- It serves as a **unique global data bank** of policies and programmes on breastfeeding and infant and young child feeding.
- WBTi global data repository has **information from 97 countries on policies and programmes** related to breastfeeding and infant and young child feeding.

How does it work?

WBTi is:

- **A:** Action oriented
- **B:** Brings people together
- **C:** Consensus and commitment building
- **D:** Demonstrates achievements and gaps
- **E:** Efficacy improving programme



WBTi's Evolution

2003: Introducing APPAR Tool during Asia Pacific Conference on Breastfeeding



2004-2005 : WBTi launch in South Asia

Forum-1

Dhaka.



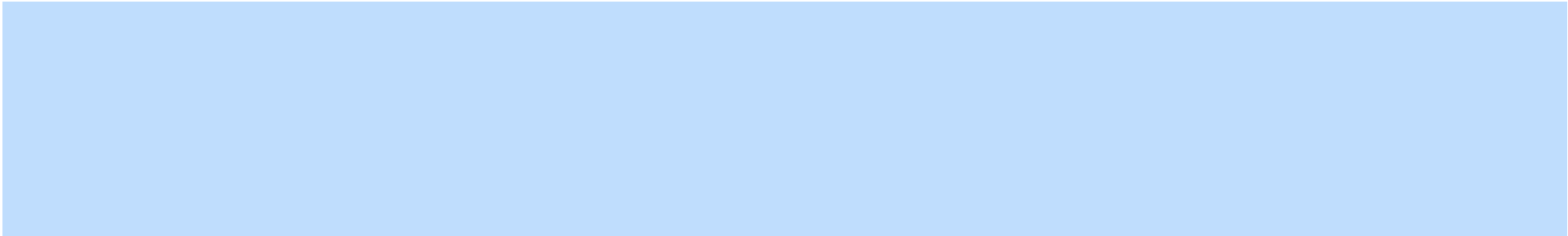
IBFAN
defending breastfeeding



Bangladesh SABPF 1



Nepal SABPF 2



WBTi Trainings Across the Globe



- Bangkok
- Geneva
- India
- Africa
- Latin America

2008

- Arab World

2009

- South Africa

2010

- Fiji

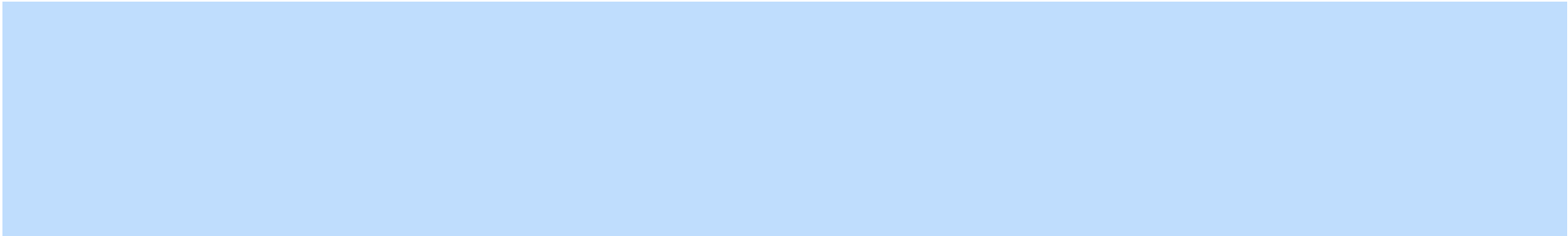
2011

- South East Asia
- Arab World
- Palau Islands

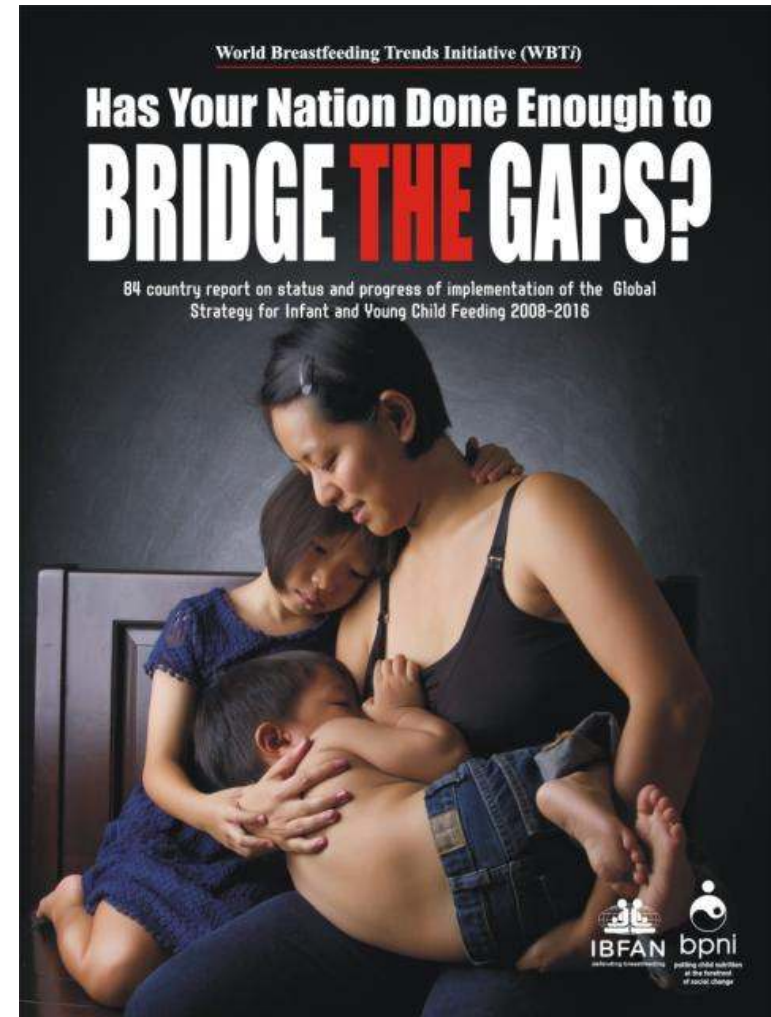
2014

- Europe Round 1(Geneva)
- Europe Round 2 (Portugal)
- USA
- Europe Round 3(Lithuania)
- Europe (Online)

2015-2021



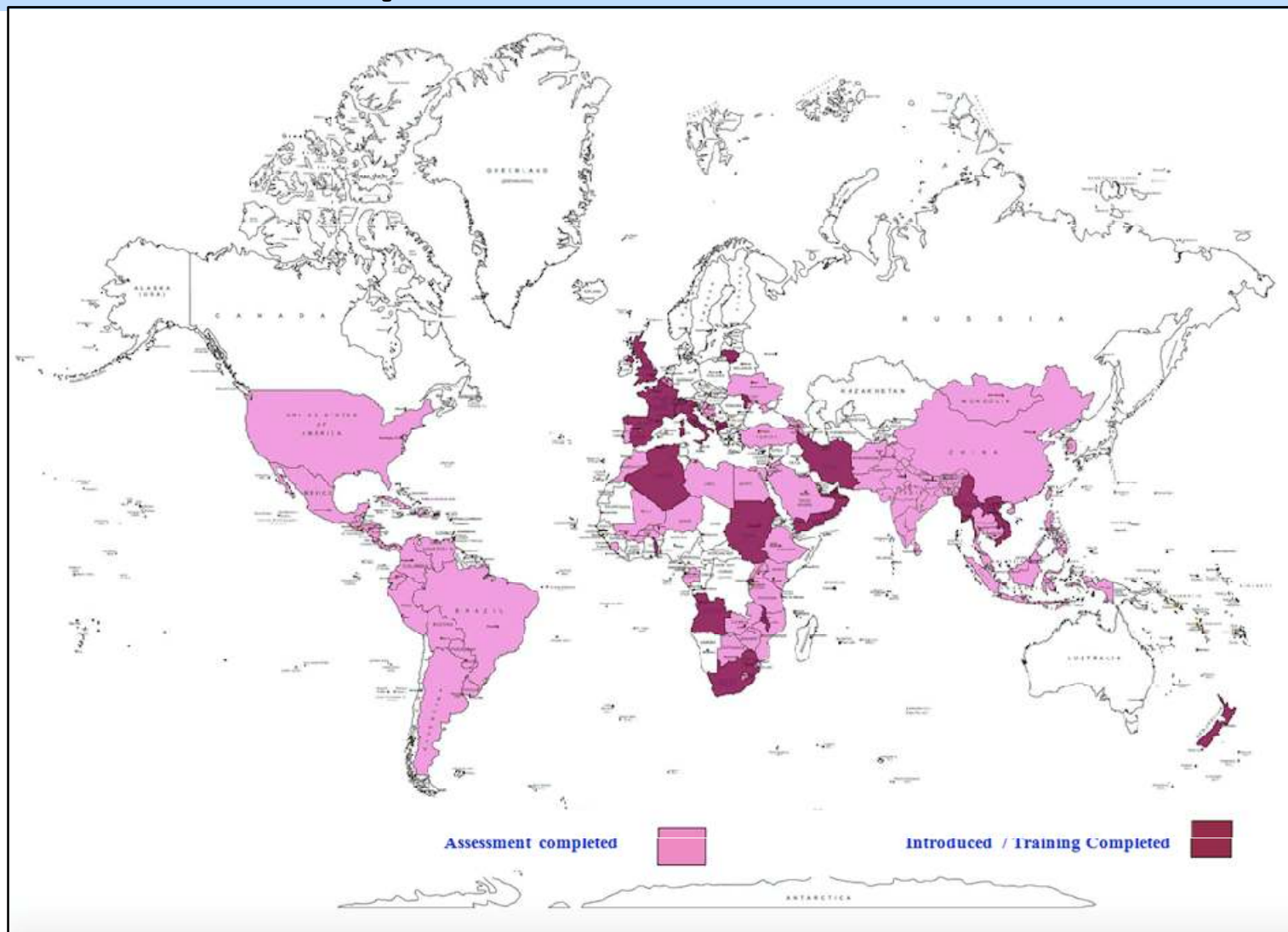
2016: WBTi 84 country report launched at WBC 2, South Africa



WBTi introduced in 113 countries and 97 completed assessment



IBFAN
defending breastfeeding



WBTi introduced in 23 European Countries



Countries Reported

1. **Armenia**
2. Croatia
3. **Ukraine**
4. UK
5. Portugal
6. **Bosnia & Herzegovnia**
7. **Georgia**
8. Turkey
9. Belgium
10. Austria
11. **Croatia**
12. France
13. Germany
14. **Italy**
15. Lithuania
16. **Macedonia**
17. Malta
18. Moldova

Countries Still to Report

1. Albania
2. Switzerland
3. Ireland
4. Netherlands
5. Slovenia



WBTi Credibility

WHO Code Implementation Report 2011

Makes reference to WBT*i* reports



- UNICEF. *National implementation of the International Code of Marketing of Breast-milk Substitutes*. New York, UNICEF, 2011.
- Pan American Health Organization [PAHO]. *30 Años del Código en América Latina [30 years of the Code in Latin America]*. Washington DC, PAHO, 2011.
- World Breastfeeding Trends Initiative [WBT*i*]. *Toolkit (2011) and website* (for reports where a ministry of health is indicated as a part of the monitoring process), <http://www.worldbreastfeedingtrends.org/>, accessed 12 May 2012.



24	Mexico	Many provisions into laws and regulations	In 1992, manufacturers of BMS and MoH entered into agreement to regulate promotion and distribution of BMS to health workers. Agreement was ratified in 1995 and 2000. Law on Health (amended 31 May 2009) clearly adopts some standards of the Code in relation to promotion to the general public.	PAHO, 2011; UNICEF, 2011; WBT <i>i</i> , 2011; WHO, 2008 & 2010
25	Montserrat	No action	No available information	WHO, 2010
26	Nicaragua	Many provisions into law	On 12 December 1981, first to pass Decree on promotion, support and protection of breastfeeding after WHA endorsement of the Code. Law No. 295 passed in 1999. MoH studying possibility of strengthening law.	PAHO, 2011; UNICEF, 2011; WBT <i>i</i> , 2010
27	Panama	Full into law	Law No. 50 was passed 23 November 1995.	PAHO, 2011; UNICEF, 2011; WHO, 2008
28	Paraguay	Few provisions into law	Law 1478 on marketing of BMS passed 8 October 1999.	PAHO, 2011; UNICEF, 2011; WHO, 2008
29	Peru	Full into law	Decree No. 020-82-SA approved in 1982, making it	UNICEF, 2011; WBT <i>i</i> , 2011; WHO, 2008

Publication in Peer-reviewed indexed journal 2012



Health Policy and Planning

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The **most recent** version of this article [czs061] was published on
2013-05-03

The status of policy and programmes on infant and young child feeding in 40 countries

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Abstract

Optimal breastfeeding not only saves the lives of children under 5 years

This Article

Health Policy Plan. (2012)
doi: 10.1093/heapol/czs061
First published online: July 4, 2012

Abstract *Free*
» Full Text (HTML) *Free*
Full Text (PDF) *Free*

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Current Issue

September 2013 28 (6)

Global Nutrition researchers find it worthwhile...Chessa K. Lutter and Ardythe L. Morrow. (Adv. Nutr. 4: 213,219, 2013.)

A screenshot of the journal's website showing the article page for "Protection, Promotion, and Support and Global Trends in Breastfeeding". The page includes the journal title "Advances in Nutrition" and "AN INTERNATIONAL REVIEW JOURNAL". Navigation links include HOME, CURRENT ISSUE, EMAIL ALERTS, ARCHIVES, SUBSCRIPTIONS, SEARCH FOR ARTICLES, and CUSTOM PUBLICATION FAQ. The article title is "Protection, Promotion, and Support and Global Trends in Breastfeeding^{1,2,3}" by Chessa K. Lutter^{4*} and Ardythe L. Morrow⁵. There are links for Author Affiliations, Abstract, Full Text, and Full Text (PDF). A sidebar on the right contains "This Article" information (doi: 10.3945/an.112.003111), "Purchase Article", "Add to Custom Publication", "Classifications" (Reviews from ASN EB 2012 Symposia), and "Services".

Analysis shows it is possible to increase breastfeeding rates if policy and programmes are put in place and WBTi has been found to a valid to predict success.

Journal of Public Health Policy (2019)



J Public Health Pol (2019) 40:35–65
<https://doi.org/10.1057/s41271-018-0153-9>



ORIGINAL ARTICLE

The World Breastfeeding Trends Initiative: Implementation of the Global Strategy for Infant and Young Child Feeding in 84 countries

**Arun Gupta¹ · Shoba Suri¹ · J. P. Dadhich¹ · Marta Trejos² ·
Barbara Nalubanga³**

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Abstract Breastfeeding could save the lives of more than 820,000 children and 20,000 women. Worldwide, despite evidence of the importance of both, only 42% women begin breastfeeding within an hour of birth, and 41% practice exclusive

WBTi Guiding National Planning

National Strategic Plan of Action for Breastfeeding 2008–2012

National Breastfeeding Advisory Committee
of New Zealand's advice to the
Director-General of Health

International guiding documents

The Plan is informed by a well-established international framework provided by:

- the *International Code of Marketing of Breast-milk Substitutes* (WHO 1981) and subsequent relevant World Health Assembly resolutions;
- the Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding (1990 updated 2005);
- the Baby-Friendly Hospital Initiative and, as implementation progresses, the Baby-Friendly Community Initiative (initiated in 1997);
- International Labour Organization Maternity Protection Convention 183 (2000);
- the WHO/UNICEF *Global Strategy on Infant and Young Child Feeding* (2003);
- United Nations Convention on the Rights of the Child (1990); and
- World Breastfeeding Trends Initiative established by the International Baby Food Action Network (IBFAN)*.



GLOBAL IMPACT TESTIMONIES

Impact



- The 2019 paper in J Pub Health Policy has details
- Case studies from 12 countries across the regions in the 2016 report.
- Rise in average policy scores in 35 countries who repeated assessments. (from 50.06 to 64.44) Gain of 14 points) (over a decade)
- Made impact on Code, BFHI, Maternity protection, health systems, national policy etc.
- Rise in early breastfeeding in several countries.

Kuwait



- “The WBTi process is an excellent tool for creating visibility for these issues and increasing attention towards progress in implementation of the Global Strategy on IYCF and the Sustainable Development Goals”

Dr Mona Alsumaie.....Representative of Kuwait’s Ministry of Health.

(Replaced by Mona’s Video)

Croatia



"In Croatia, findings from the WBTi assessment, and subsequent 'Call to Action' formed the basis for the 'National Breastfeeding Program for the Protection and Promotion of Breastfeeding', ratified by the Croatian government in August, 2018"

Ms.Irena , Country Coordinator, Croatia

Gambia



“WBTi helped make headway in the area of policy implementation. Strong advocacy led to incorporation of infant and young child feeding during the development of national policies including the National Nutrition Policy 2010, 2020, the National Health Policy 2012 2020, the Early Childhood Policy and the Women’s Act 2010...”

Malang N. Fofana

*Programme Manager, National Nutrition Agency
(NaNA), The Gambia*

Mongolia



“...Advocacy based on first WBTi assessment led Ministry of Health take action on child feeding in emergencies and developed strategy on “IYCF in exceptionally difficult circumstances”. “The reassessment led to development of separate National IYCF strategy with more budget allocated per year by the Ministry of Health.”

Soyolgerel

*Mongolian Pediatric Society & R. Galbadrakh,
National Centre of MCH*

Afghanistan



“WBTi has shown progressive trend over the four assessments conducted by nutrition team at Ministry of Health. There have been specific achievements due to WBTi recommendations like development of IYCF policy and strategy approved by Ministry of Public Health, Government of Afghanistan..”

Dr. Mohammad Hamayoun Ludin, *Director of Public Nutrition Department, Ministry of Public Health, Afghanistan*

Coming together

More than 900 partners in 97 Countries

- Government agencies
- Breastfeeding advocacy groups
- UN agencies
- Professional organizations/Academicians
- Civil society groups
- Media
- Others



Thank you !