

**WORLD BREASTFEEDING
TRENDS INITIATIVE**

How to develop recommendations for actions to bridge the gaps

Day 2: Session 7

**Clare Meynell and Patricia Wise
(of the WBTi UK team)**

WBTi Assessment Tool

‘With every assessment countries identify gaps and provide recommendations to their policy makers for affirmative action and change.’ (p.8)



Assessment Tool

Information Sources Used *(please provide web-links or references for each of the information used above in answering the questions. To be acceptable, there has to be a source for each.*

1. _____
2. _____
3. _____
4. _____

Conclusions *(Summarize which aspects of Indicator-1 i.e. IYCF policy, plan and funding are appropriate; which need improvement and why; and any further analysis needed):*

Gaps *(List gaps identified in the implementation of this indicator):*

1. _____
2. _____
3. _____
4. _____

Recommendations *(List actions recommended to bridge the gaps):*

1. _____
2. _____
3. _____
4. _____

Making recommendations

- Each recommendation follows from a gap
- Need a recommendation for every single gap
 - Describe specific ACTIONS
 - Identify WHO is responsible for implementing them

Process of agreeing recommendations

For example:

- Voting by the Core Group (majority decides) or
- Discussion to reach consensus (joint agreement)

Creating the Report

How to create the country report:

- Complete the template, or
- Use a graphic designer to set out the template in a more eye-catching way

Indicator 9 Infant and young child feeding during emergencies

| | |
|----|------|
| UK | 0/10 |
| E | 0 |
| NI | 0 |
| S | 1 |
| W | 0 |

Key question Are appropriate policies and programmes in place to ensure that mothers, infants and young children will be provided with adequate protection and support for appropriate feeding during emergencies?

Background

Disaster and emergency situations can and do occur in the UK.¹ Climate-related severe weather events mean flooding (for example) is becoming more common, leaving families without access to electricity, clean water or local shops from which to purchase formula. Other emergencies may include blizzards, power cuts, contamination of local water supplies and terrorist attacks. Responsibility for emergency planning has been devolved from the UK Government to local authorities. Each local authority is tasked with developing its own guidance, with an expectation that local communities will take ownership, reflecting local needs.² Although emergency events are rare, local authorities and emergency responders must have guidelines to ensure that vulnerable babies are protected. If a mother is breastfeeding, she must be supported to continue, and if she is formula feeding, she will need access to a safe supply of formula for her baby.

Key findings

There are no UK-wide or national strategies addressing IYCF in emergencies, and no means of ensuring that it is addressed in local strategies. International guidelines are available from the Emergency Nutrition Network.³ Some guidelines have been developed that are smaller in scope, but they have limited accessibility. In 2007, *Guidance for Supporting Mothers with Infants during an Emergency* was developed by the British Red Cross, but this is not widely available.⁴ The Food Safety Agency has

Examples of best practice

- Baby Feeding Law Group (2015) *Information for Food Banks: Supporting Pregnant Women and Families with Infants*
- Unicef UK (2014) *The Provision of Infant Formula at Food Banks*.¹¹
- The NHS/BFI booklet *Guide to Bottle Feeding* contains information about bottled water.¹²
- Carothers, C. and Gribble, K. (2014) 'Infant and Young Child Feeding in Emergencies'.¹³
- US Government (2013) 'Infant Feeding During Disasters'.¹⁴
- In the aftermath of the Christchurch earthquake, the New Zealand Ministry of Health issued guidance on preparing for infant feeding in emergencies, for families with babies and for emergency planners and responders.¹⁵
- For further examples, see Part 2.¹⁶

some guidelines on safer preparation of infant formula if the water supply has been contaminated, but there are none on protecting breastfeeding.⁵

The Civil Contingencies Act 2004, together with its supporting statutory and non-statutory guidance, provides the framework for civil protection activity by local emergency responders around the country. The government publishes guidance on evacuation and shelter,⁶ including advice on the care and provision of vulnerable people, but there is no mention of mothers and infants. However, there are specific references and guidance for animals, including pets, livestock, and zoo and circus animals.

'There is government guidance for providing for animals, including pets, livestock, and zoo and circus animals, but there is no mention of mothers and infants.'

Other key documents aimed at preparing for emergencies and to guide agencies that may be involved

UK Report

Gaps

- The International Code and Resolutions are not fully implemented in the UK because most provisions of the regulations in place apply only to infant formula.
- Some health worker organisations and government programmes permit inappropriate conflicts of interest.
- Labelling of baby foods is not adequately addressed by legislation.
- Enforcement of existing regulations is lacking. European delegated acts introduced in 2016 and to be implemented in the UK are also not in line with the *Code*.

Recommendations

- Fully implement the International Code and subsequent, relevant WHA Resolutions in legislation covering:
 - all products promoted for use to 6 months of age;
 - follow-on formula (marketed for use from 6 months) and other milks for older babies;
 - feeding bottles and teats.
- Resolutions on ensuring there are no conflicts of interest in funding of health workers and health programmes to be respected by health worker organisations and in government programmes.
- Legislation to include labelling of baby foods, which should not be labelled for use before 6 months of age or include health and nutrition claims.
- The responsible authorities to take coordinated action to enforce the Regulations (2007).
- Government in each nation to introduce regulations and policies that fully implement the *Code* while working to bring EU delegated acts into line with the *Code* and ensure they do not present obstacles to full implementation.

Indicator 3 gap and recommendation (UK)

Gap: ‘The International Code and Resolutions are not fully implemented in the UK because most provisions of the regulations apply only to infant formula.’

Recommendation: ‘Fully implement the International Code and subsequent, relevant WHA resolutions in legislation covering:

- all products for use to 6 months of age;
- follow-on formula (marketed for use from 6 months) and other milks for older babies;
- feeding bottles and teats.’

Indicator 4 gap and recommendation

Gap: ‘No legally required provision for breastfeeding breaks or breastfeeding facilities in workplaces and educational institutions.’

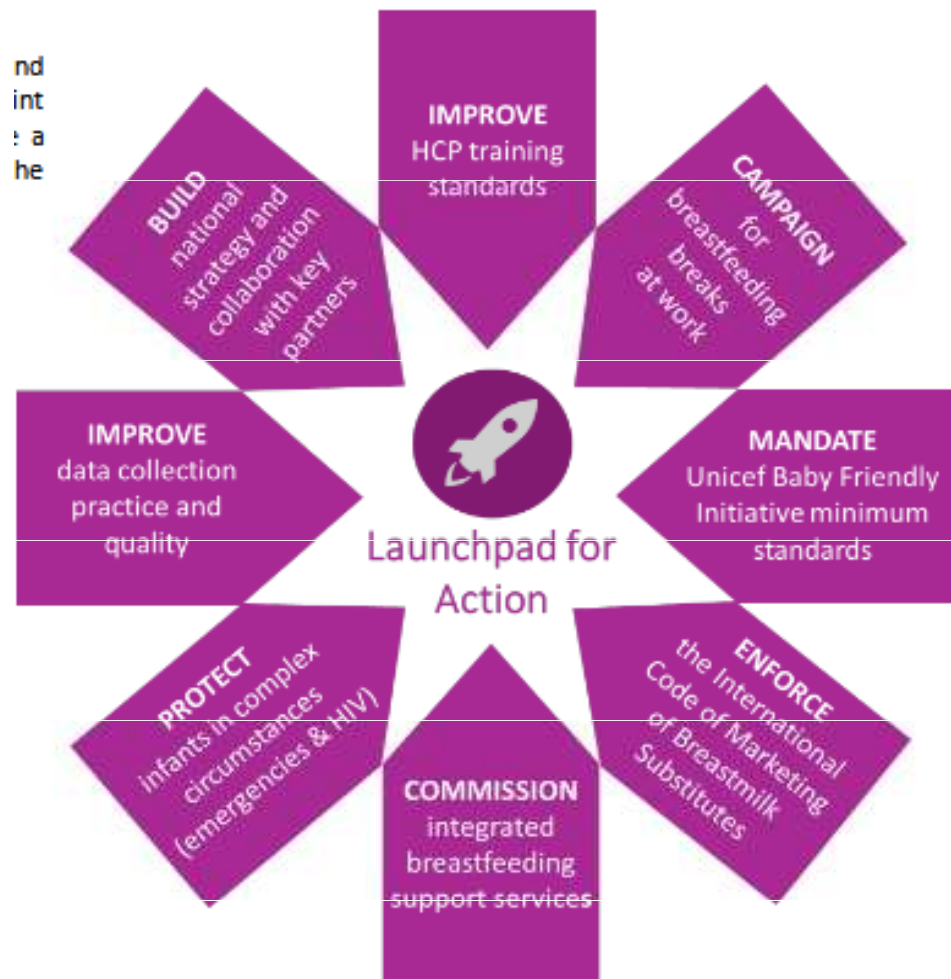
Recommendation: ‘ Governments to legislate for reasonable breastfeeding breaks and suitable facilities for breastfeeding/expressing in workplaces and educational institutions.’

Indicator 5 gap and recommendation

Gap: ‘The *Code* is not explicitly mentioned in any code of conduct by the regulatory bodies, and professional organisations’ policies are not in line with it.’

Recommendation: ‘The *Code* to be upheld by all health professional organisations in their policies and professional codes of conduct, and to be included in training.’

Galvanising action on the recommendations



Stage 1: Producing the report

Stage 2: Working to get changes implemented

Raising awareness of the report

Target those with the power to make changes

- Meet with government officials and give copy of report
- Create a website – for the report and also to post blogs
- Create a Facebook page for volunteers, like keen mothers
- Attend relevant conferences – exhibit report etc or give a presentation
- Get articles into the media – useful if you can have a media contact



Breast is best for everyone in the workplace - not only new mothers
Laura Bates



A new report says paid breaks to breastfeed or express milk should be part of flexible working, but first we must be weaned off the cultural stigma

Wed 16 Nov 2016 12:50 EST

The Guardian 16 November 2016



Next: action on the individual indicators



Examples:

Indicator 9

Held a Forum on UK emergency planning and infant feeding

The UK WBTi team worked with a university law professor

Participants included emergency planners, policymakers, academics, NGOs

Action on the individual indicators

(cont)



Indicator 3

The UK team arranged a screening of the film 'Tigers'

This helped raise awareness of IBFAN's work and the Indicator recommendations

Another action for indicators

Submit articles to professional journals, because they are peer-reviewed.

Useful and easier if you have an academic researcher in the Core Group.

Research | [Open Access](#) | Published: 04 June 2020

Are our babies off to a healthy start? The state of implementation of the *Global strategy for infant and young child feeding* in Europe

[Irena Zakarija-Grković](#) , [Adriano Cattaneo](#), [Maria Enrica Bettinelli](#), [Claudia Pilato](#), [Charlene Vassallo](#), [Mariel Borg Buontempo](#), [Helen Gray](#), [Clare Meynell](#), [Patricia Wise](#), [Susanna Harutyunyan](#), [Stefanie Rosin](#), [Andrea Hemmelmayer](#), [Daiva Šniukaitė-Adner](#), [Maryse Arendt](#) & [Arun Gupta](#)

[International Breastfeeding Journal](#) **15**, Article number: 51 (2020) | [Cite this article](#)



Conclusion

- Each recommendation follows from a gap
- Need a recommendation for every single gap
 - Describe specific ACTIONS
 - Identify WHO is responsible for implementing them

Contact us!

E-mail contact: wbti@ukbreastfeeding.org

Website: <https://ukbreastfeeding.org/>

Report, Parts 1 and 2

Other publications – blogs, e-book for doctors

Facebook group: <https://www.facebook.com/wbtiuk>

Twitter: [@wbtiuk](https://twitter.com/wbtiuk)

Clare: clarelmeynell@gmail.com

Patricia: patricia@wise141.co.uk

Useful links

Europe report:

<https://www.worldbreastfeedingtrends.org/uploads/resources/document/wbti-report-europe-2020.pdf>

Journal article:

<https://internationalbreastfeedingjournal.biomedcentral.com/articles/10.1186/s13006-020-00282-z>

Film 'Tigers':

<http://www.babymilkaction.org/tigers>

Questions?

Any questions about the process of developing a recommendation from a gap?

Any questions about developing recommendations for a particular indicator?

Any other questions?