



**IBFAN**

defending breastfeeding

# INVITATION

## **THE WORLD HEALTH ASSEMBLY SIDE- EVENT**

**The World Breastfeeding Trends Initiative (WBTi) as a vehicle to galvanize action to achieve World Health Assembly and Global Breastfeeding Collective targets to increase exclusive and continued breastfeeding**

**Thursday 24 May, 2018 | 19.00-19.50 hrs.**

**I Room IX Palais des Nations, Geneva, Switzerland**

The International Baby Food Action Network (IBFAN) developed World Breastfeeding Trends Initiative (WBTi) tool by adapting the WHO tool for assessment of policy and programmes on infant and young child feeding. WBTi added an element of visibility to the assessment results by including colour coding, scoring and ranking. WBTi galvanizes action at country level by initiating a process to identify gaps in policy/programmes and call for action to bridge the gaps. The World Health Assembly in 2012 set targets for nutrition that included increasing exclusive breastfeeding rates to at least 50% by 2025. To achieve the targets, the 'Global Breastfeeding Collective' (GBC) has been established led by UNICEF and WHO and IBFAN is also a member. Considering that rapid progress is possible, the GBC has set ambitious targets linked to SDGs time frame, to improve early initiation of breastfeeding to 70%, exclusive breastfeeding (0-6m) to 60%, and continued breastfeeding to 80% at 1 year and 60% at 2 years by 2030. For this the GBC launched 7 policy asks. One of these asks is to monitor policy and programmes. GBC expects that by 2030 at least three quarters of countries of the world will be able to conduct a WBTi assessment every five years. The WBTi report of 84 countries (2016), revealed that several gaps exist in both policy and programmes in almost all countries. WHO believes that each country has to contribute to increased breastfeeding rates and WBTi provides an answer to galvanise action in countries. In 35 countries having done WBTi reassessments, 29 countries have made good progress in scores of policy and programmes.



# PROGRAMME

19:00-19:05 Introduction

Chair: Francesco Branca: Director, Nutrition for Health and Development-  
WHO

Co-Chair: Elisabeth Sterken, Global Council IBFAN

19:05-19:20 The World Breastfeeding Trends Initiative: Galvanizing  
Worldwide Action to Increase Exclusive and Continued Breastfeeding Rates  
J.P. Dadhich, IBFAN

19:20-19:35 Case Studies: The World Breastfeeding Trends Initiative (WBTi):  
Galvanizing action on Breastfeeding

1. S.K.Roy: Bangladesh

2. Shoba Suri: On behalf of Kuwait

19:35-19:42 Open House/Q&A

19:42-19:50 Concluding Remarks by WHO and IBFAN  
Francesco Branca and Elisabeth Sterken

Refreshments will be served

Interpretation will be provided in English to/from Spanish

This event is a part of the Swedish International Development Cooperation  
Agency (Sida) supported project titled  
'Protecting, Promoting and Supporting Breastfeeding through Human Rights  
and Gender Equality'