

10 November 2018

WBTi Global Secretariat, IBFAN  
Breastfeeding Promotion Network of India (BPNI)  
BP-33 Pitampura , Delhi. India 110034.

Sub: Support to the International Baby Food Action Network (IBFAN)'s global WBTi Project: Galvanising Action to Increase Breastfeeding Rates Worldwide, Towards SDGs 2030, 2018-2022

UNICEF recognizes the value of breastfeeding and optimal infant and young child feeding practices to contribute to child survival, growth and development as well as to women's health and prevention of non-communicable diseases. UNICEF is strongly committed to the World Health Assembly global targets on nutrition by 2025, one of which being to increase rates of exclusive breastfeeding from 38% in 2012 to 50%.

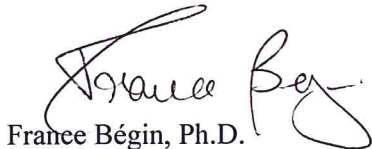
To help increase political commitment for breastfeeding, UNICEF and WHO have launched the Global Breastfeeding Collective, a partnership of more than 20 members including the International Baby Food Action Network (IBFAN). The Collective has called for seven priority actions at the country level to achieve the WHA target for breastfeeding. One indicator of national action of the seven priorities is the percent of countries that have conducted an assessment of policies and programmes using the IBFAN's World Breastfeeding Trends Initiative (WBTi) tool in the past five years.

IBFAN has spearheaded the development of the WBTi which mobilises coordinated actions among allies at national level to assess the policies, programmes and practices regarding breastfeeding and generate action to bridge the gaps and build consensus. WBTi has demonstrated that such processes do lead to strengthening national actions on infant and young child feeding and breastfeeding policies and programmes.

UNICEF recognizes that 94 countries have already completed a WBTi assessment and supports the plan to expand to 165 countries over the next five years. UNICEF believes that WBTi action at country level will contribute to the WHA target for increasing exclusive breastfeeding rates to 50% by 2025, as well as the Global Breastfeeding Collective targets for increasing both early initiation of breastfeeding within one hour and exclusive breastfeeding to 70% by 2030.

UNICEF would be glad to collaborate with IBFAN on this project, participate in planning and review meetings, and support WBTi implementation both regionally and nationally.

With best wishes,



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