

## TESTIMONIES

“WBT*i* has shown progressive trend over the four assessments.... due to WBT*i*, IYCF policy and strategy was developed and approved by Ministry of Public Health, Government of Afghanistan..”

**Dr. Mohammad Hamayoun Ludin**

*Director of Public Nutrition Department, Ministry of Public Health, Afghanistan*

“WBT*i* assessments provides a snapshot of how well a country is implementing the WHO Global Strategy for Infant and Young Child Feeding. It is important that countries undertake an assessment at least every five years.”

**Global Breastfeeding Collective (GBC)**

*UNICEF -WHO*

*Ninety seven countries have already joined WBT*i* contributing to increased breastfeeding rates, SDG targets for (health, food security, education, equity and the environment) and gender equality.*

***When are you  
Joining?***

**Reach us at:**

**WBT*i* Global Secretariat**

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 [@WBTiGlobalSec](https://twitter.com/WBTiGlobalSec)

 [Wbti Global](https://www.facebook.com/WbtiGlobal)



# The World Breastfeeding Trends Initiative (WBT*i*)

*Galvanising action on  
breastfeeding and infant and  
young child feeding (IYCF)*



# INTRODUCTION

The International Baby Food Action Network (IBFAN) launched the World Breastfeeding Trends Initiative (WBTi) in 2004, with a goal of assisting countries to benchmark the progress of implementation of the *Global Strategy for Infant and Young Child Feeding* in a standard way. The WBTi tracks 10 indicators of policy and programmes on breastfeeding and IYCF and documents gaps. It generates reports and report cards for advocacy. Further, it stimulates local action to bridge the gaps. It also color codes and scores based on the performance. It brings multiple sectors together to build consensus on findings and recommendations. So far, more than 800 organisations in 97 countries have taken part in the WBTi process and several countries have shown improvement in policy and programmes.

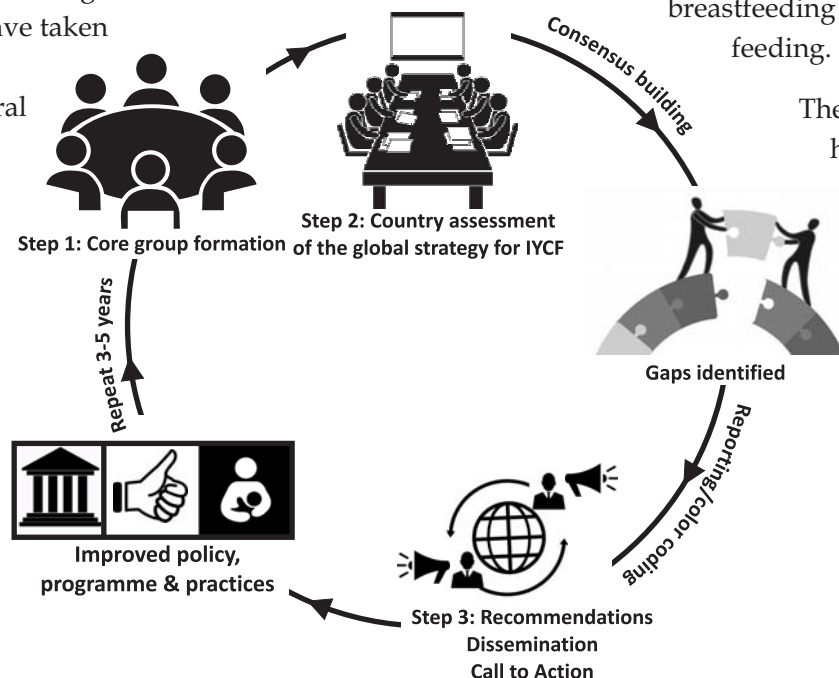


Fig: WBTi Assessment Process

# PURPOSE

Despite the evidence that breastfeeding saves 823,000 under five child deaths annually, provides major benefits to women health, and is valuable to national productivity and economy, globally only 4 out of 10 women are able to begin breastfeeding within an hour of birth and practice exclusive breastfeeding (0-6 months). This has a major detrimental impact on neonatal, infant and young child health and development.

Inadequate attention to policy and programmes, that help women remove barriers to successful breastfeeding and infant and young child feeding practices, are the root cause of sub-optimal breastfeeding and complementary feeding.

The World Health Assembly has set targets to increase exclusive breastfeeding from 38 percent to 50 percent by 2025, to which all nations are committed. The WBTi provides an answer to galvanise action to achieve the targets at country level.

The recently launched Global Breastfeeding *Collective* led by WHO and UNICEF has also called for investing in conducting a WBTi assessment every five years. Further it has set a target that at least 75 percent countries of the world should do it by 2030.



# STEPS TO LAUNCH WBTi

- Contact WBTi Global Secretariat and learn the process
- Create a core group at country level
- Conduct the national assessment and report on the gaps
- Get multi sector partners without conflict of interest on board to discuss the gaps and develop action plan to bridge them
- You can also develop an annual or multi-year budgeted plan using World Breastfeeding Costing Initiative (WBCi) tool
- Use the report/report cards and the plan to advocate for increased investments in policy and programmes