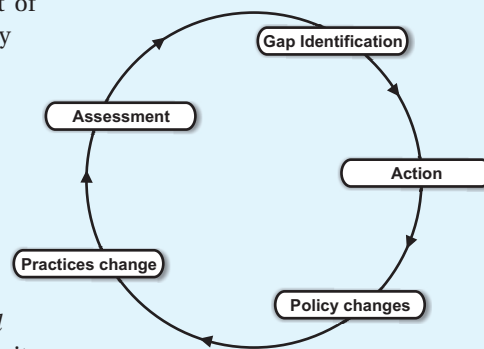


# World Breastfeeding Trends Initiative (WBTi)

## 73 countries have joined! Would you like to?

The World Breastfeeding Trends Initiative (WBTi) is a central/core component of Global Breastfeeding Initiative for Child Survival (gBICS) jointly launched by International Baby Food Action Network (IBFAN) [www.ibfan.org](http://www.ibfan.org) and World Alliance for Breastfeeding Action (WABA) [www.waba.org.my](http://www.waba.org.my) in the year 2009. Aware of the importance of improving the quality and availability of data, the IBFAN, under the leadership of the Breastfeeding Promotion Network of India (BPNI), put together this action oriented tool based on the indicators developed by the World Health Organization and Global Participatory Action Research by WABA to assess infant feeding policies and programmes at country level. The WBTi initiates a participatory assessment of the strengths and weaknesses in the 10 areas of policies and programmes meant for implementing the *Global Strategy for Infant and Young Child Feeding*. The WBTi works on the philosophy that when people collectively find gaps, it stimulates them to find solutions. The WBTi works as a tool for this action; while it acts as a lens to find out gaps, but later the process brings action at the national level.



It is **PARTICIPATORY**, it is **ACTION** and it is **SIMPLE RESEARCH**.

The national groups together analyse the assessment findings and build set of recommendations. Action generated at the national level includes advocacy and working with the Governments and other partners to bridge the gaps. (See back page on impacts)

These findings are used to feed into the web-based tool at the <http://www.worldbreastfeedingtrends.org/index.php>. This tool kit helps in rating and ranking the individual area of action on a scale of 10. As there are ten areas of action, these are collectively rated on a scale of 100. The web based tool kit also helps to rate each of 5 infant and young child feeding (IYCF) practice indicators on a scale of 10 and collectively 5 indicators on a scale of 50.

These findings act as a benchmark to study the trends few years later. Repeated assessments yield trends, that's where the title of this initiative comes from.

The WBTi has been launched in 73 countries in Asia, Africa and Latin America. (See list of countries on the website: <http://www.worldbreastfeedingtrends.org/docs/WBTi-73Countries.pdf>)

### The State of Breastfeeding in 33 Countries

So far 33 countries have completed the work (See fig. 1). This shows the state of breastfeeding in 33 countries vis a vis their policies and programmes in all ten areas of action required. Measured on a scale of 100, Fig. 1 shows where each country stands. (See country reports for detailed information and recommendations on the WBTi website)

The tool kit also gives a colour code of Red, Yellow, Blue and Green in order of performance. Colour rating is based on the key 0-30 is red, 31-60 is yellow, 61-90 is blue and 91-100 is green. Out of 33 countries, 3 are in red zone, while 16 are in yellow, 14 are in blue and none in green.

### The WBTi is user friendly

Findings of all assessments are available on the website <http://worldbreastfeedingtrends.org/>

What you need to do is to register and then you can generate the graphs/maps of individual or multiple indicators. You can compare these with another countries. You can also download complete reports of countries. Truly, this provides a database of where countries stand on implementing their policies and programmes with regard to breastfeeding and complementary feeding.

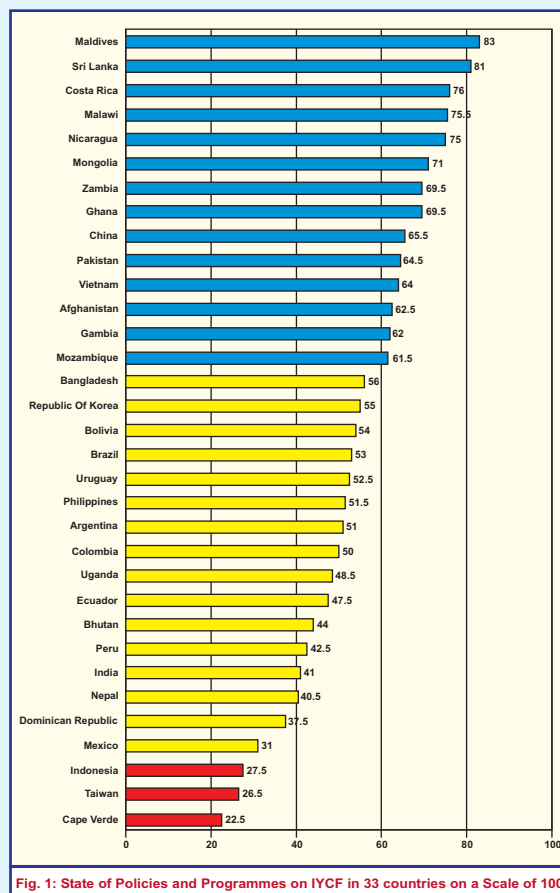


Fig. 1: State of Policies and Programmes on IYCF in 33 countries on a Scale of 100

### Interested!

Do you feel interested in World Breastfeeding Trends Initiative (WBTi)? and want to launch.....

All it takes is that someone from your country should take the lead in organizing the core group of various partners at national level. IBFAN Asia could provide guidance and training through our regional partners. Visit the website to know more

<http://worldbreastfeedingtrends.org/>

*If you wish to get involved, you may contact us,*

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# State of Baby Friendly Hospital Initiative (BFHI) in 33 Countries

This year's World Breastfeeding Week theme is "Breastfeeding Just 10 Steps! The Baby Friendly Way !! In 33 countries, which completed work on WBTi, analysis of the state of BFHI shows where countries stand on a scale of 10 (See Fig. 2). Each country is also colour coded based on the key: score of 0-3 is red, 4-6 is yellow, 7-9 is blue and more than 9 is green. Out of 33 countries, 9 are in red zone, 13 in yellow, 10 in blue and only one green.

These countries have also given recommendations in their reports, which can be summarized as:

1. Resurrect the BFHI and give high priority.
2. Provide adequate funding for implementing BFHI.
3. Conduct regular monitoring of the status of BFHI hospitals.
4. Ensure that all maternity staff have the skills to provide support to the woman for initiation of breastfeeding within one hour of birth.
5. Ensure adequate skilled training for all health and nutrition workers at the community level to provide support to women for optimal breastfeeding practices.
6. Integrate BFHI into the health system and link it to outreach programme and mother support.

This assessment provides sufficient evidence to initiate action at country level and the theme of WBW 2010 is a great opportunity for the action.

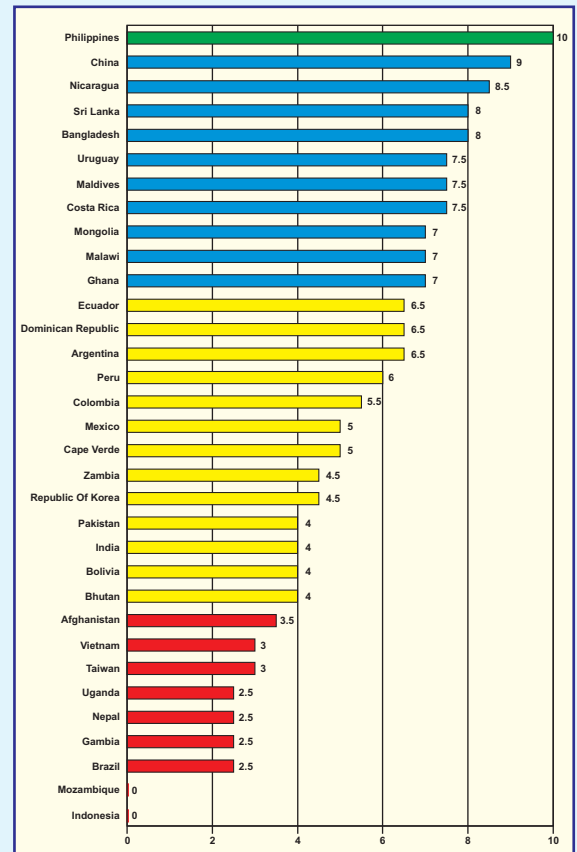


Fig. 2: State of BFHI on a Scale of Ten (10)

## Impact of WBTi Some Responses from Countries

**Indonesia** - "On October 2009, Government of the Republic of Indonesia enacted law no. 36 of 2009 regarding Health which amends the old health law no. 23/1992... there are three articles related to breastfeeding: article 128, 129 and article 200..."

**Pakistan** - "Approval of breastfeeding rules and regulation... this is one of the greatest achievements of WBTi report."

**Zambia** - "a) BFHI Assessment tools (in readiness to start assessing health facilities), b) Code of marketing of breast milk substitute manual (to train enforcers and provide guidelines for enforcement), and c) IYCF Community package (for training the community in IYCF). In addition, between 2008 and now about 39 trainers and over 600 health workers have been trainees..."

**Gambia** - "The National Nutrition Agency of The Gambia has recently validated a new Nutrition Policy that was developed after the WBTi exercise. A Women's bill has also recently been enacted and the WBTi Report was used to advocate for incorporation of issues of maternity protection in the bill. These show that the WBTi report has been of significant importance to The Gambia."

**Uganda** - "During the finalization of the IYCF policy guidelines development, the information generated from the WBTi was used... The findings have been used to advocate for support for Infant and Young Child Feeding at the National and District levels and UNICEF has approved a 1-year project to cost about USD 100,000 to support the CODE and BFHI related activities in 34 out of 100 districts in the Country."

**Hong Kong SAR** - "As from 1st April 2010 public hospitals in Hong Kong SAR discontinued free supplies of infant formula."

**Philippines** - "...The WBTi process was helpful in enacting the new Philippine law on Expanded Breastfeeding Promotion Act that was passed early this year 2010 that enable working women to breastfeed at workplaces.... It boosts cooperative efforts amongst NGOs, government agencies and legislators in effecting IYCF implementation."



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