



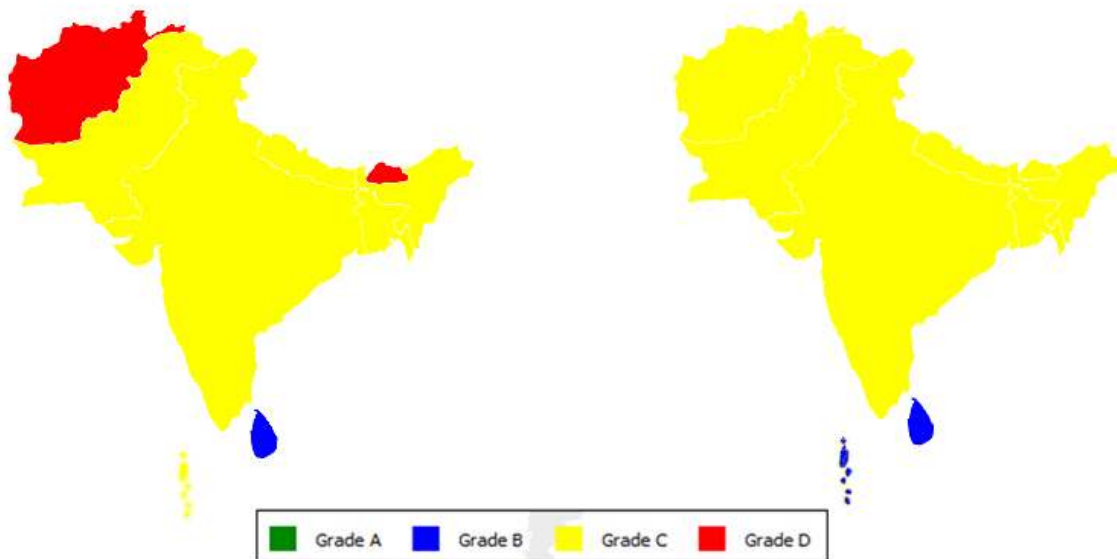
World Breastfeeding Trends Initiative (WBTi)

South Asia Report

2005 -2008

South Asia 2005

South Asia 2008



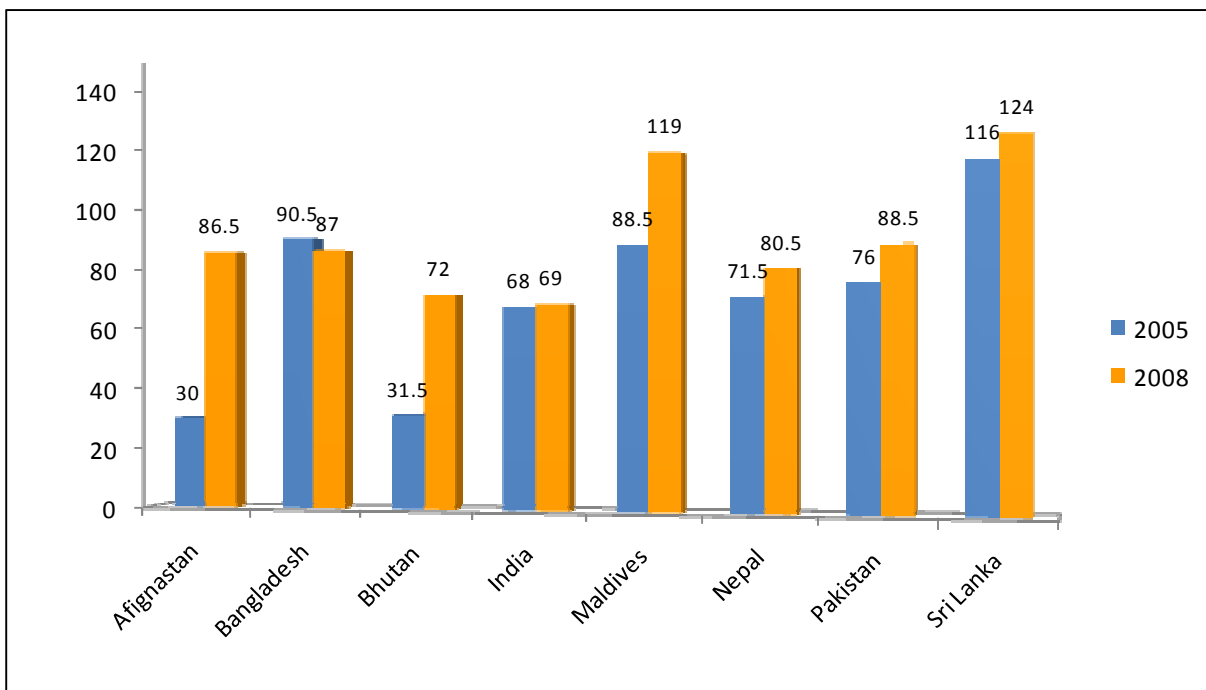
International Baby Food Action Network Asia (IBFAN Asia)

The World Breastfeeding Trends Initiative (WBTi) is the flagship programme spearheaded by IBFAN Asia, an innovative initiative for the tracking, assessing and monitoring the *Global Strategy for Infant and Young Child Feeding* in response to a global need for focus on infant nutrition and survival.

The WBTi serves as a lens to find out gaps to know where nations stand on implementing the Global Strategy for Infant and Young Child Feeding. The assessment has made evident several gaps related to policies and programmes in breastfeeding at country level. The WBTi assessments not just highlights the need for more action on breastfeeding and complementary feeding, but also point out the exact areas in which this additional investment is needed, both globally and for individual countries. Further it brings together people at local level to find their solutions together.

First WBTi assessment has done in South Asia in 2005 and after 3 years reassessment has been done. Below table shows final scores of the assessment 2005-2008, detailed reports and findings are available on the website www.worldbreastfeedingtrends.org.

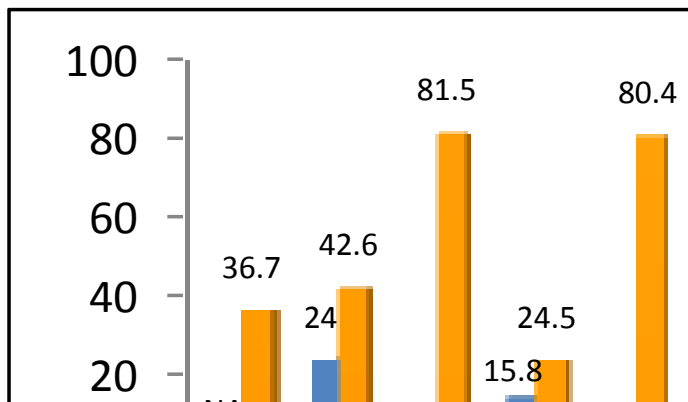
South Asia: IYCF Practices, Policies and Programmes 2005-2008



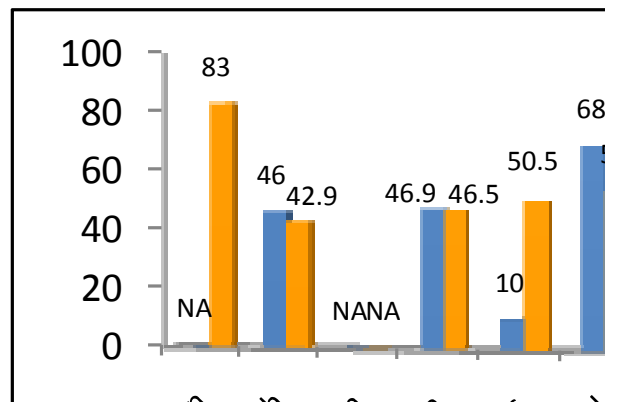
above table it clearly shows progress in total score only Bangladesh goes down by 3.5 scores.

South Asia: IYCF Practices

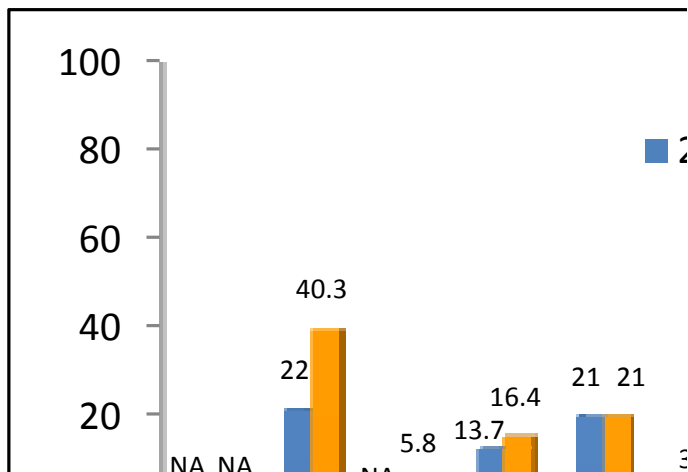
Early Initiation of Breastfeeding Rates (%)



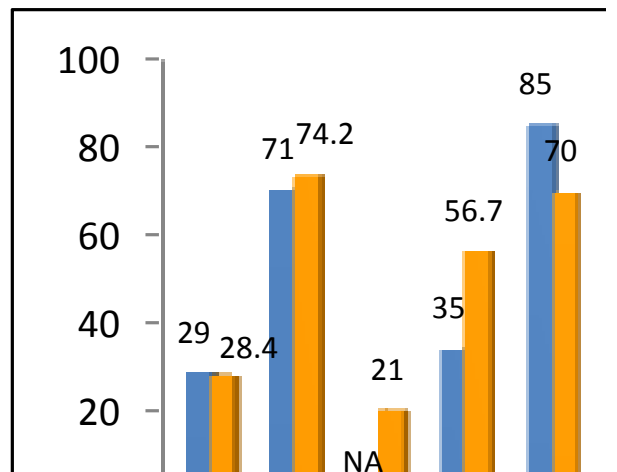
Exclusive Breastfeeding for first 6 months (%)



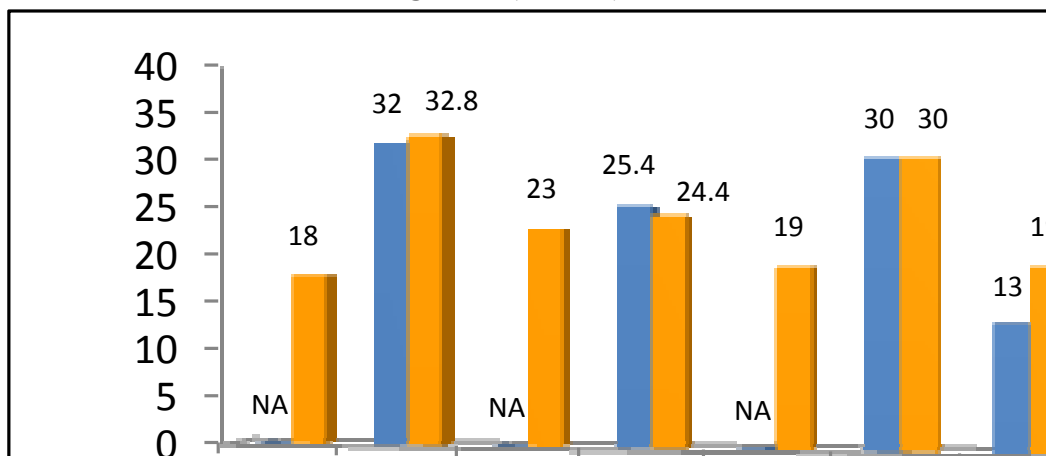
Bottle Feeding Rates (%)



Complementary Feeding Rates (%)

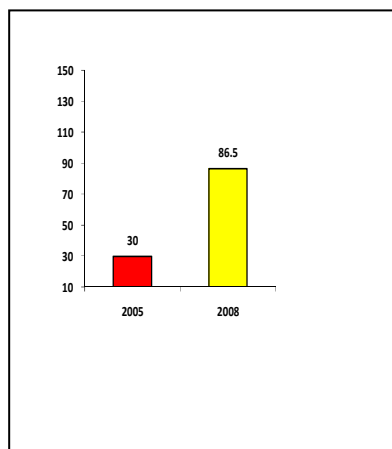


Median duration of Breastfeeding Rates (Months)



Trends from 2005 to 2008

Afghanistan



Afghanistan adopted the assessment process of WBTi in 2005 and came out with a report of the policies and programmes on IYCF, recognizing various gaps. After hosting the third South Asia Breastfeeding Partners' Forum in 2006 and adoption of the Kabul declaration during the Forum, country braced for developing a strategy on IYCF based on which a plan of action was formulated.

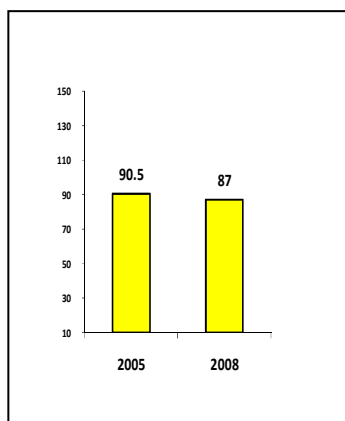
Afghanistan has made wonderful progress (see the table 1). First, having data on infant and young child feeding practices collected, which did not exist earlier. Secondly they have implemented several programmes in the health system to mainstream counselling on breastfeeding. They conducted 3 rounds of breastfeeding counseling courses for health care providers. They have also conducted

breastfeeding counseling courses for health care providers. They have also conducted complementary feeding training of participants from MoPH, Ministry of Agriculture, Irrigation and live-stocks, MRRD, and NGOs. BFHI training has begun in Kabul; the training module is already translated to national languages. A National communication campaign on breastfeeding is about to be launched. The most promising one is on protection of breastfeeding. The International Code of Marketing of Breast-milk Substitutes is NOW a regulation under MoPH. A training of implementing officers has been undertaken with support of IBFAN Asia. The country is also working towards providing maternity entitlements. The new WHO growth standards will be introduced shortly.

Table 1 : Indicator's detailed table :Year 2005 - 2008

Values	2005	2008	
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	NA	36.7
	Exclusive Breastfeeding for first 6 months	NA	83
	Median duration of Breastfeeding Rates	NA	18
	Bottle Feeding Rates	NA	NA
	Complementary Feeding Rates	29	28.4
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	2	10
	Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	3	3.5
	Implementation of the International Code	3	10
	Maternity Protection	2	6.5
	Health and Nutrition care	4	5
	Community Outreach	6	4
	Information Support	7	8
	Infant Feeding and HIV	0	3.5
	Infant Feeding During Emergencies	0	3
	Monitoring and Evaluation	0	9

Bangladesh



South Asia Breastfeeding Forum held at Bangladesh in 2004 after the forum Bangladesh adopted the assessment process of WBTi in 2005 and came out with a report of the policies and programmes on IYCF that time the score was 90.5 .

Similar assessment was again conducted in 2008 and the score decline 87 out of 150.

During this period percentage of babies breastfeed within one hour has increased from 24% to 43%.

Percentage of exclusive breastfeeding in infants 0-6month has decline from 46% to 43%.

Bottle Feeding Rates has increased from 22% months to 40 %. Similarly, percentage of babies receiving complementary foods at 6 to 9 months has increased from 71% to 74%.

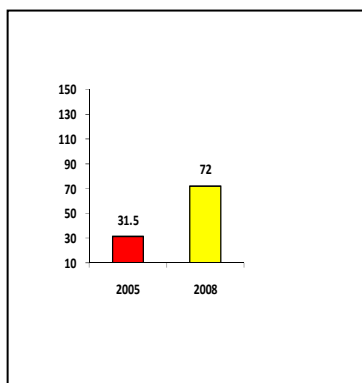
In Policies and Programmes table 2 shows improvement in all indicators of breastfeeding except Maternity Protection and Infant Feeding During Emergencies.

Table 2: Indicator's detailed table :Year 2005 - 2008

Values	Indicators	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	24	42.6
	Exclusive Breastfeeding for first 6 months	46	42.9
	Median duration of Breastfeeding Rates	32	32.8
	Bottle Feeding Rates	22	40.3
	Complementary Feeding Rates	71	74.2
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	4.5	6
	Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	8	8
	Implementation of the International Code	8	10
	Maternity Protection	5	1
	Health and Nutrition care	4.5	4.5
	Community Outreach	6	6
	Information Support	6	5
	Infant Feeding and HIV	4.5	4.5
	Infant Feeding During Emergencies	7	4
Monitoring and Evaluation	6	7	

Bhutan

When in 2005 World Breastfeeding Trends Initiative (WBTi) was first introduced in Bhutan, it was accepted as a work to be accomplished by the Ministry of Health, Bhutan and the Nutrition Officer Ms. Ugyen Zangmo gladly accepted the responsibility. The fact that Ministry of Health agreed to act as a focal point for IBFAN reveals deep linkages that IBFAN has created in the past few years.



The first assessment done in 2005 under WBTi served as an eye opener. According to Ugyen Zangmo, “Well the 2005 assessment was an eye opener for us as we realized that we had no baseline data on Infant and Young Child Feeding (IYCF) practices”.

This led to another realization that there are several gaps in the programmes and policies and Bhutan started acting on it. The first action was to have the indicators introduced into the national nutrition survey, which made available the baseline data on IYCF. Ms. Ugyen further said, “At least we can see where we are heading to and what needs to be done on each indicator”.

Repeat assessment was done in 2008, and Bhutan certainly showed a much deserved improvement in its score.

Further, action taken in this area by Bhutan included kick starting a consultative process between all possible stakeholders for the development of a national strategy and policy.

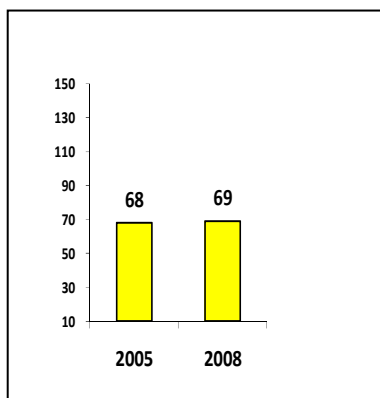
Ministry of health has also been active in advocating with the members of Parliament as well as other ministries who are responsible for building support to women. All this and more, Bhutan is now in the process of developing an operational plan for the next few years to address the gaps found in the 2008 assessment.

No wonder Bhutan jumped from a WBT score of 30/150 to 72/150 in these three years. This is a way to go, keep it up Bhutan !

Table 3: Indicator’s detailed table :Year 2005 – 2008

Values	Indicators	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	NA	81.5
	Exclusive Breastfeeding for first 6 months	NA	NA
	Median duration of Breastfeeding Rates	NA	23
	Bottle Feeding Rates	NA	5.8
	Complementary Feeding Rates	NA	21
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	2	7
	Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	6	4
	Implementation of the International Code	5	0
	Maternity Protection	0	4.5
	Health and Nutrition care	4.5	6
	Community Outreach	3	8
	Information Support	6	5
	Infant Feeding and HIV	2	7.5
	Infant Feeding During Emergencies	2	0
	Monitoring and Evaluation	1	2

India



The first WBTi India Assessment was held in 2005 and the score was 68 out of a possible total of 150.

Three years on, India scores 69 and possibly that says it all. If the score is deconstructed indicator by indicator, it is clear that while many indicators have remained stagnant, and some have improved, some have even declined!

Indicators 1-5 have remained stagnant within broad categories, but significantly bottle feeding has increased and gains have been made in complementary feeding.

Where national policy, programmers and coordination is concerned, the score has declined from 5 to 2. This is because India has failed to capitalise upon the early promise of the IYCF guidelines by non-conversion into policy, non-translation into budgets and specific programmes and poor implementation on the whole.

Not only that, the pressure to create a national level coordination mechanism that is functional has been largely unsuccessful. Similarly, indicator 7 relating to baby friendly hospitals has declined, since early gains have been completely forgotten leave alone built upon. The issue finds no mention in the NRHM the flagship public health programme for the country.

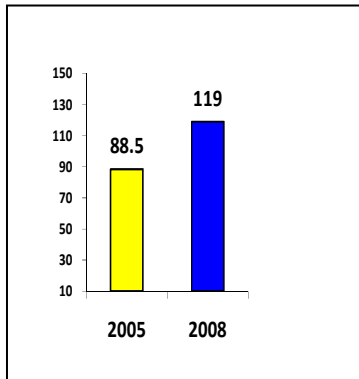
Indicator 8, implementation of the International Code of Marketing of Breastmilk Substitutes shows a similar decline since we have failed to formalise implementation mechanisms through the public health system. There has been some advance in the area of maternity entitlements (ME, indicator 9) but that is largely because the issue was at 'zero' before. It remains to be seen whether this early gain meets the same fate as the previous ones. Paradoxically, the support to breast feeding mothers has declined, since new related policies such as the NREGS fail to provide day care support and old plans to expand ICDS into ICDS cum Creche centres have been ignored completely. An issue that scored zero last time IYCF in emergencies (indicator 14), remains at zero, despite the fact that the country has been through major disasters in this time period.

Overall, though there have been some gains they are late, little and superficial. What is sharp is that the trends are such that they increase inequity as issues critical to the poorest women and children such as ME, Childcare remain neglected.

Table 4: Indicator's detailed table :Year 2005 – 2008

Values	Indicators	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	15.8	24.5
	Exclusive Breastfeeding for first 6 months	46.9	46.5
	Median duration of Breastfeeding Rates	25.4	24.4
	Bottle Feeding Rates	13.7	16.4
	Complementary Feeding Rates	35	56.7
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	5	2
	Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	4.5	4
	Implementation of the International Code	10	8
	Maternity Protection	0	5
	Health and Nutrition care	3.5	4
	Community Outreach	5	4
	Information Support	4	5
	Infant Feeding and HIV	3	2
	Infant Feeding During Emergencies	0	0
	Monitoring and Evaluation	5	7

Maldives



Frist WBTi assessment in Maldives done in 2005. At that time the score was 88.5 out of 150 by using WBTi assessment tool. Similar assessment was again conducted in 2008 and the score increased 119 out of 150. During last three years has been it shows good improvement in IYCF.

Maldives has made wonderful progress (see the table 5). First, having data on Early Initiation and Median duration collected, which did not exist earlier.

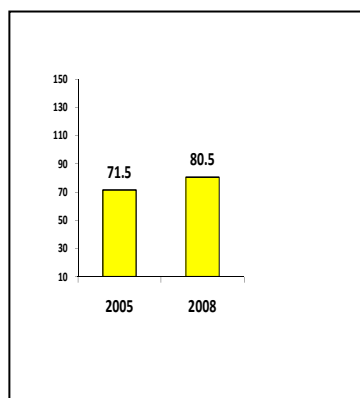
Percentage of exclusive breastfeeding in infants 0-6month has increased from 10% to 50%.

Median duration of breastfeeding has increased from 26 months to 33 months. Similarly, percentage of babies receiving complementary foods at 6 to 9 months has decline from 85% to 70%.

In IYCF Policies and Programmes is shows improvement in all indicators expect Infant Feeding and HIV.

Table 5: Indicator's detailed table :Year 2005 - 2008			
Values	Indicators	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	0	80.4
	Exclusive Breastfeeding for first 6 months	10	50.5
	Median duration of Breastfeeding Rates	0	19
	Bottle Feeding Rates	21	21
	Complementary Feeding Rates	85	70
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	9	9
	Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	7	7.5
	Implementation of the International Code	3	8
	Maternity Protection	5	6.5
	Health and Nutrition care	8.5	9.5
	Community Outreach	10	9
	Information Support	8	8
	Infant Feeding and HIV	6	5.5
	Infant Feeding During Emergencies	6	10
Monitoring and Evaluation	8	10	

Nepal



Nepal Breastfeeding Promotion Forum with the support from IBFAN Asia conducted WBT assessment in Nepal in 2005. At that time the score was 71.5 out of 150 by using WBT_i assessment tool. Similar assessment was again conducted in 2008 and the score was 80.5 out of 150. During last three years has been overall improvement by just 9 points. We need to do a lot for improving breastfeeding situation in Nepal. During this period percentage of babies breastfeed within one hour has increased from 31.1% to 35.4%. Percentage of exclusive breastfeeding in infants 0-6 months has declined from 68.3% to 53%. Median duration of breastfeeding has increased from 33 months to 34 months. Similarly, percentage of babies receiving complementary foods at 6 to 9 months has increased from 66.2% to 75%. Improvement in all parameters of breastfeeding except the exclusive breastfeeding has been possible due to development of National Nutrition Policy and Strategy by the Government of Nepal, various activities carried out by the government of Nepal, INGO & NGO working in Nepal in support of infant and young child feeding. Government of Nepal with the support from various INGO, NGO has been carrying out training of different level of health professionals on IYCF.

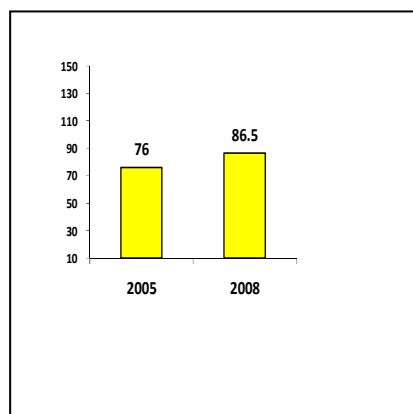
Similarly, IEC materials on IYCF has been developed and circulated by government of Nepal as well as by various organizations.

Government of Nepal for last few years has been sending circular during World Breastfeeding Week every year for conducting different activities in support of breastfeeding. But in spite of all these activities there has been a decline in exclusive breastfeeding in infants 0-6 months of age during this period. This decline is most probably due to the strict criteria used for exclusive breastfeeding in year 2006 as compared to survey of 2001.

Table 6: Indicator's detailed table :Year 2005 - 2008

Issues	Indicators	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	31	35.4
	Exclusive Breastfeeding for first 6 months	68	53
	Median duration of Breastfeeding Rates	30	30
	Bottle Feeding Rates	3	4
	Complementary Feeding Rates	66	75
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	5	5.5
	Baby Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	3.5	2.5
	Implementation of the International Code	7	7
	Maternity Protection	0	2
	Health and Nutrition care	3.5	4.5
	Community Outreach	3	4
	Information Support	3	5
	Infant Feeding and HIV	3.5	4
	Infant Feeding During Emergencies	0	1
Monitoring and Evaluation	3	5	

Pakistan



According to the reports received from Pakistan, good things are happening on this front. Dr Zareef in forums us the good news about the existing Breastfeeding Law (Ordinance) in 2002, which was not being implemented in a proper manner. A consultative process with all concerned ministries, it is approved now with Rules and Regulations.

Congrats Pakistan ! This is a big achievement for Pakistan. You now need to work harder to implement the law and counter the promotion of infant formula producers.

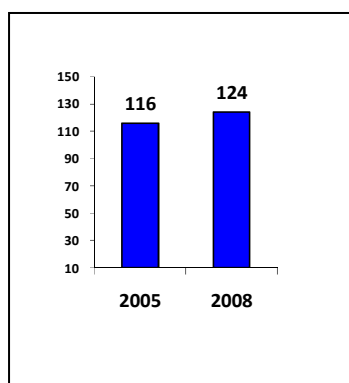
Another feather in the cap, Pakistan now has developed the curriculum/Manual on IYCF for community health workers and begun implementing

this. They are doing this in community through support group and village health committees. Facility based IYCF is also already being implemented.

We hope that it will move Pakistan to next level next time! The World Breastfeeding Trends Initiative (WBTi) has certainly helped to make progress from 75 points to 86 points in last 3 years. Come on Pakistan get in BLUE next time.

Table 7 : Indicator's detailed table :Year 2005 - 2008			
Values	Indicators	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	26	29
	Exclusive Breastfeeding for first 6 months	50	37
	Median duration of Breastfeeding Rates	13	19
	Bottle Feeding Rates	NA	27
	Complementary Feeding Rates	22	36.3
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	5	8
	by Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	5.5	4
	Implementation of the International Code	7	8
	Maternity Protection	3.5	3
	Health and Nutrition care	8	5.5
	Community Outreach	9	7
	Information Support	7	9
	Infant Feeding and HIV	4	7
	Infant Feeding During Emergencies	4	4
Monitoring and Evaluation	5	9	

Sri Lanka



WBTi assessment in Sri Lanka in 2005. At that time the score was 116 out of 150 by using WBTi assessment tool. Similar assessment was again conducted in 2008 and the score was 124 out of 150. During last three years has been overall improvement by just 8 points and it shows quite good improvement in IYCF.

During this period percentage of babies breastfed within one hour has increased from 75% to 80%.

Percentage of exclusive breastfeeding in infants 0-6month has increased from 58% to 76%.

Median duration of breastfeeding has increased from 26 months to 33 months. Similarly, percentage of babies receiving complementary foods at 6 to 9 months has decline from 98% to 85%.

In Policies and Programmes table 8 shows improvement in all indicators of breastfeeding except National Policy and Programme, Infant Feeding and HIV and Infant Feeding During Emergencies.

Indicator's detailed table :Year 2005 - 2008			
Values	Indicators (1-15)	2005	2008
IYCF Practices Percentage (%)	Early Initiation of Breastfeeding Rates	75	80
	Exclusive Breastfeeding for first 6 months	58	76
	Median duration of Breastfeeding Rates	26	30
	Bottle Feeding Rates	12	24
	Complementary Feeding Rates	98	85
IYCF Policies and Programmes Scores Out of 10	National Policy, Programme and Coordination	7	10
	Friendly Hospital Initiative (Ten Steps to Successful Breastfeeding)	6	8
	Implementation of the International Code	7	8
	Maternity Protection	6	7
	Health and Nutrition care	8	8
	Community Outreach	8	9
	Information Support	9	10
	Infant Feeding and HIV	6	5
	Infant Feeding During Emergencies	10	6
Monitoring and Evaluation	5	10	