

Measuring implementation of infant and Young Child
Feeding Policies and Programs using the WBTi
Are breastfeeding policies adequately resourced, and
how WBTi helps us now?

Dr. JP Dadhich MD (Paediatrics)

National Coordinator and Technical Director,

Breastfeeding Promotion Network of India;

IBFAN South Asia, India;

Co-chair, IBFAN Global Council

Webinar on gender responsive budgeting and progressing breastfeeding
policy in 2020 and beyond

April 6, 2020

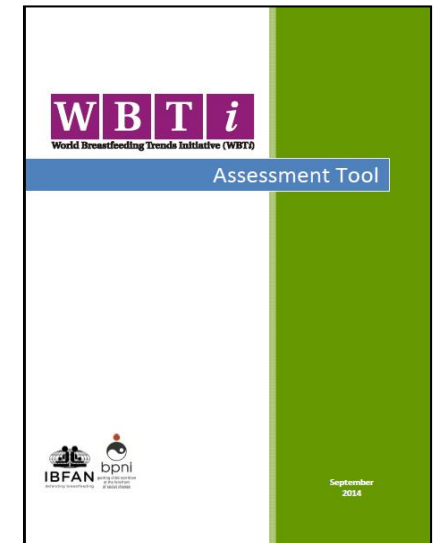
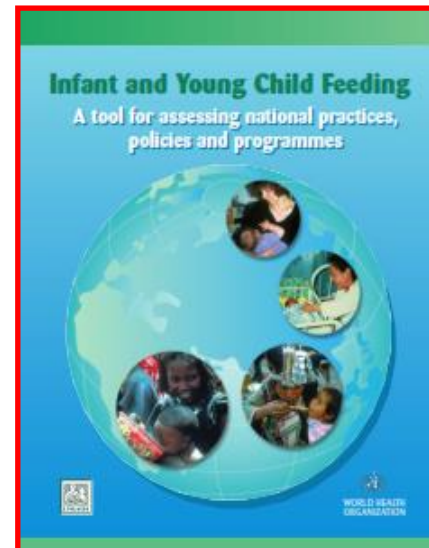
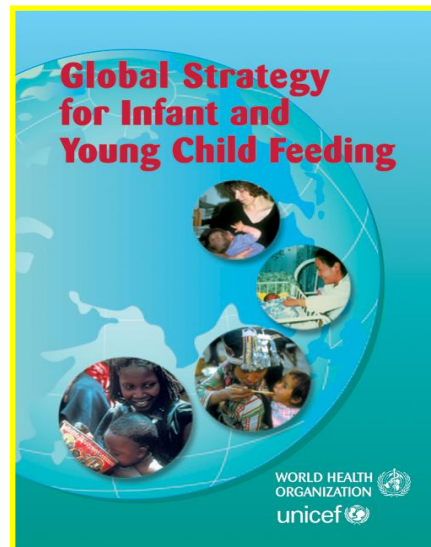
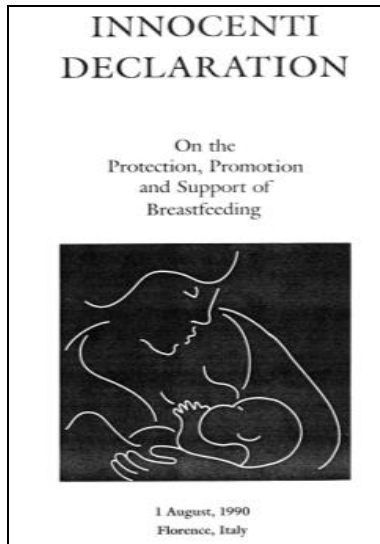
Presentation Outline

- Background and basics of WBT*i*
- How WBT*i* galvanizes action and helps in improving IYCF policies and programmes

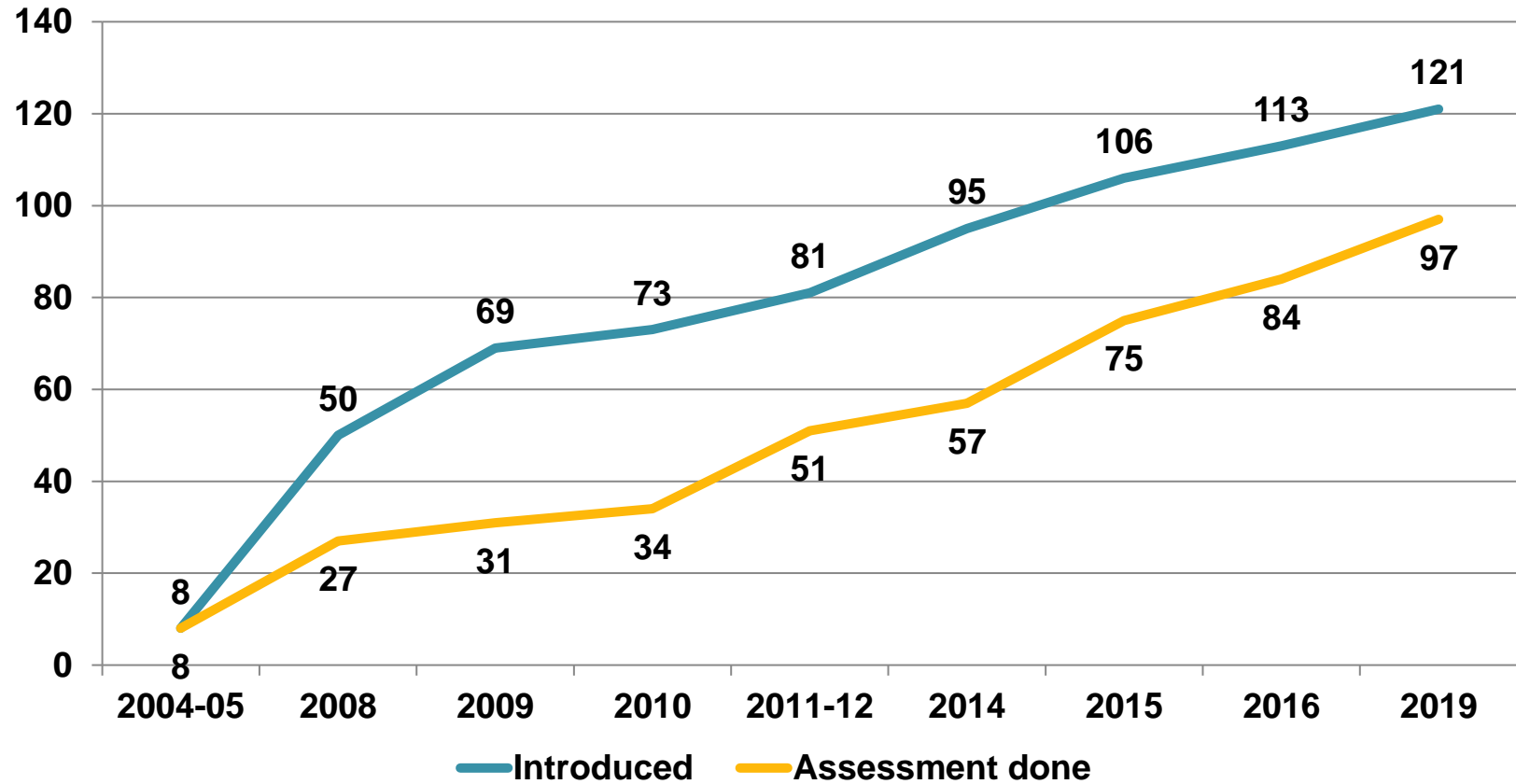


Background and basics of WBT*i*

Background



Progress of WBTi



What is WBT*i*

- A structured tool
 - national assessment of policies and programmes
 - generating country report
 - Launching a call-to-action
- A web- based portal
 - Objective scoring of indicators
 - Colour coding
 - Data bank on policy & programmes



The WBT/ Indicators on Policies and Programmes (1-10)



1. National Policy, Governance and Funding

2. Baby Friendly Hospital Initiative / Ten Steps to Successful Breastfeeding

3. Implementation of the International Code of Marketing of Breastmilk Substitutes

4. Maternity Protection

5. Health and Nutrition Care Systems (in support of breastfeeding & IYCF)

The WBTi Indicators on Policies and Programmes (1-10) Cont..

6. Counselling services for the pregnant and breastfeeding mothers

7. Accurate and Unbiased Information Support

8. Infant Feeding and HIV

9. Infant and Young Child Feeding during Emergencies

10. Monitoring and Evaluation

Guidelines for WBTi	
Scores	Colour - rating
0-3.5	Red
4-6.5	Yellow
7-9	Blue
>9	Green

Indicator and Subset Questions

Indicator 1: National Policy, Governance and Funding

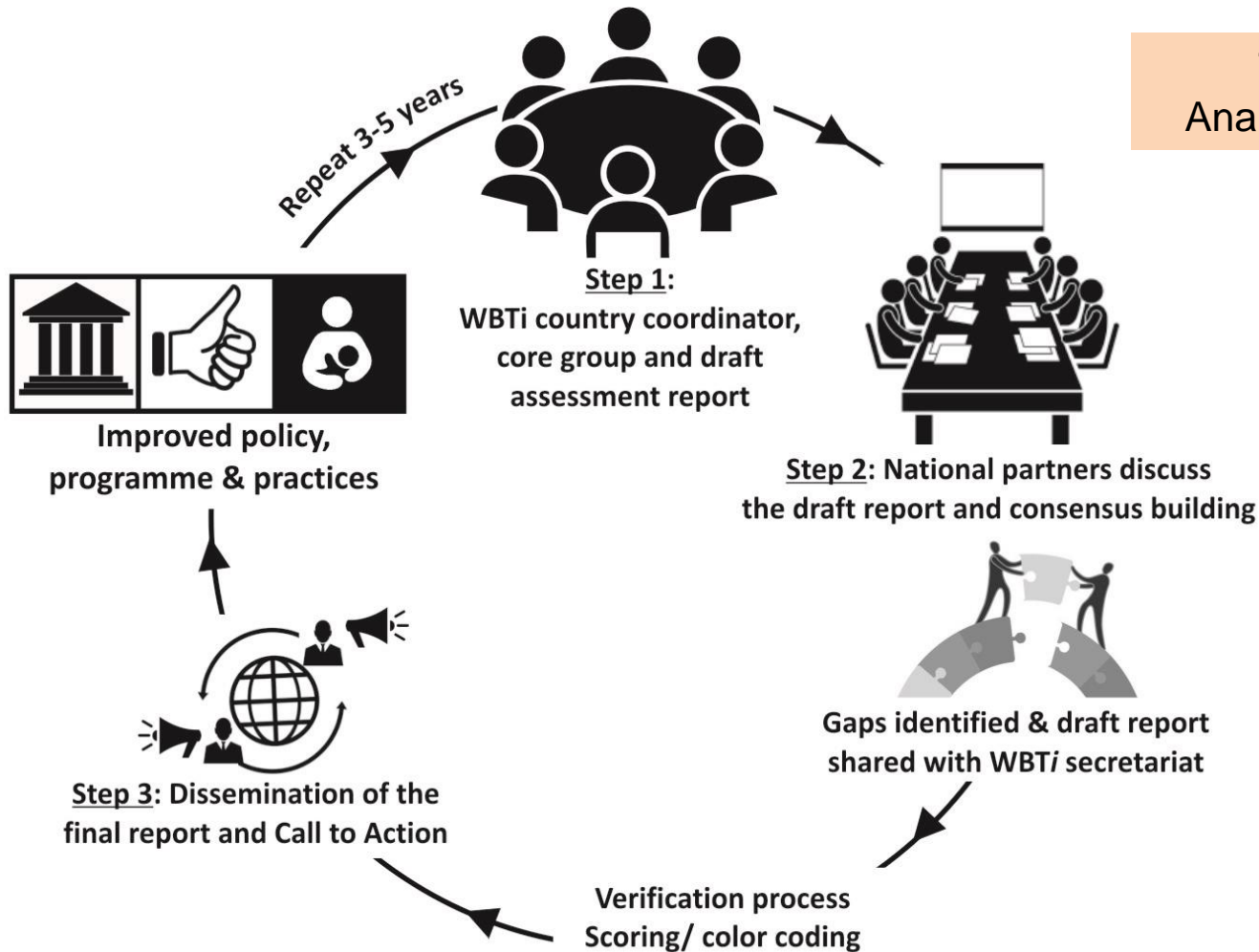
Criteria for Assessment – Policy and Funding	Check all that apply	
1.1) A national breastfeeding/infant and young child feeding policy/guideline(stand alone or integrated) has been officially approved by the government	<input type="checkbox"/> Yes = 1	<input type="checkbox"/> No=0
1.2) The policy recommends initiation of breastfeeding within one hour of birth and exclusive breastfeeding for the first six months, complementary feeding to be started after six months and continued breastfeeding up to 2 years and beyond.	<input type="checkbox"/> Yes = 1	<input type="checkbox"/> No=0
1.3) A national plan of action is approved with goals, objectives, indicators and timelines	<input type="checkbox"/> Yes = 2	<input type="checkbox"/> No = 0
1.4) The country (government and others) is spending a minimum of per child born on breastfeeding and IYCF interventions ⁹ a. no funding b. < \$1 per birth c. \$1-2 in funding per birth d. \$2-5 in funding per birth e. at least \$5 in donor funding per birth	√ Check one which is applicable <input type="checkbox"/> 0 <input type="checkbox"/> 0.5 <input type="checkbox"/> 1 <input type="checkbox"/> 1.5 <input type="checkbox"/> 2.0	
Governance		
1.5) There is a National Breastfeeding/IYCF Committee	<input type="checkbox"/> Yes = 1	<input type="checkbox"/> No = 0
1.6) The committee meets, monitors and reviews the plans and progress made on a regular basis	<input type="checkbox"/> Yes = 2	<input type="checkbox"/> No = 0
1.7) The committee links effectively with all other sectors like finance, health, nutrition, information, labor, disaster management, agriculture, social services etc.	<input type="checkbox"/> Yes = 0.5	<input type="checkbox"/> No = 0
1.8) The committee is headed by a coordinator with clear terms of reference, regularly coordinating action at national and sub national level and communicating the policy and plans.	<input type="checkbox"/> Yes = 0.5	<input type="checkbox"/> No = 0
Total Score	____/10	

The WBTi Practice Indicators (11-15)

- 11. Timely Initiation of Breastfeeding within one hour of birth
- 12. Exclusive Breastfeeding for the first six months
- 13. Median duration of Breastfeeding
- 14. Bottle- Feeding
- 15. Complementary Feeding-Introduction of solid, semi-solid or soft foods

How WBTi processes work at country level?

The Assessment-Analysis- Action (Triple A)



How *WBTi* galvanizes action and helps to improve IYCF policies and programmes?



bpni

putting child nutrition
at the forefront
of social change

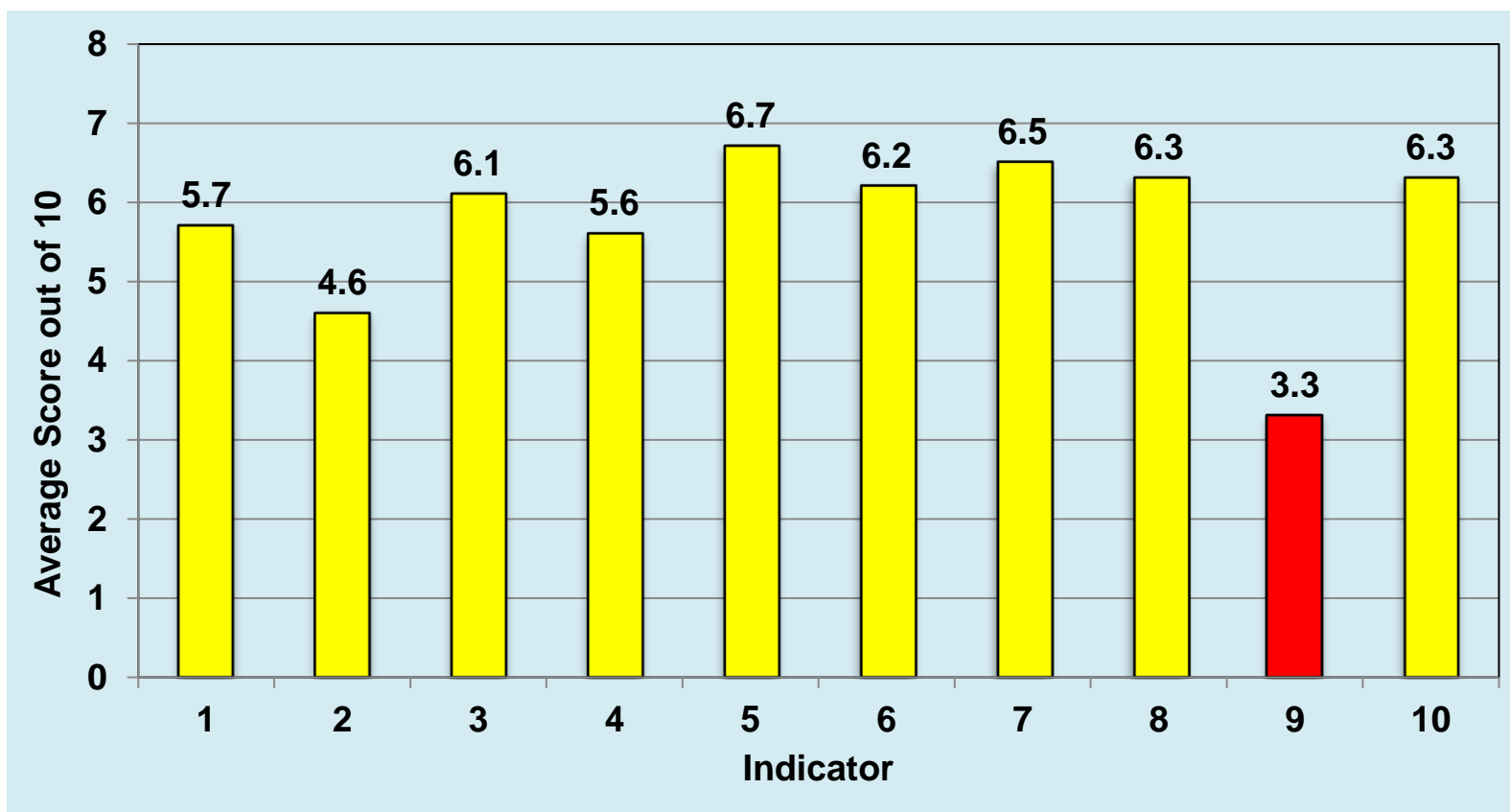


IBFAN

defending breastfeeding

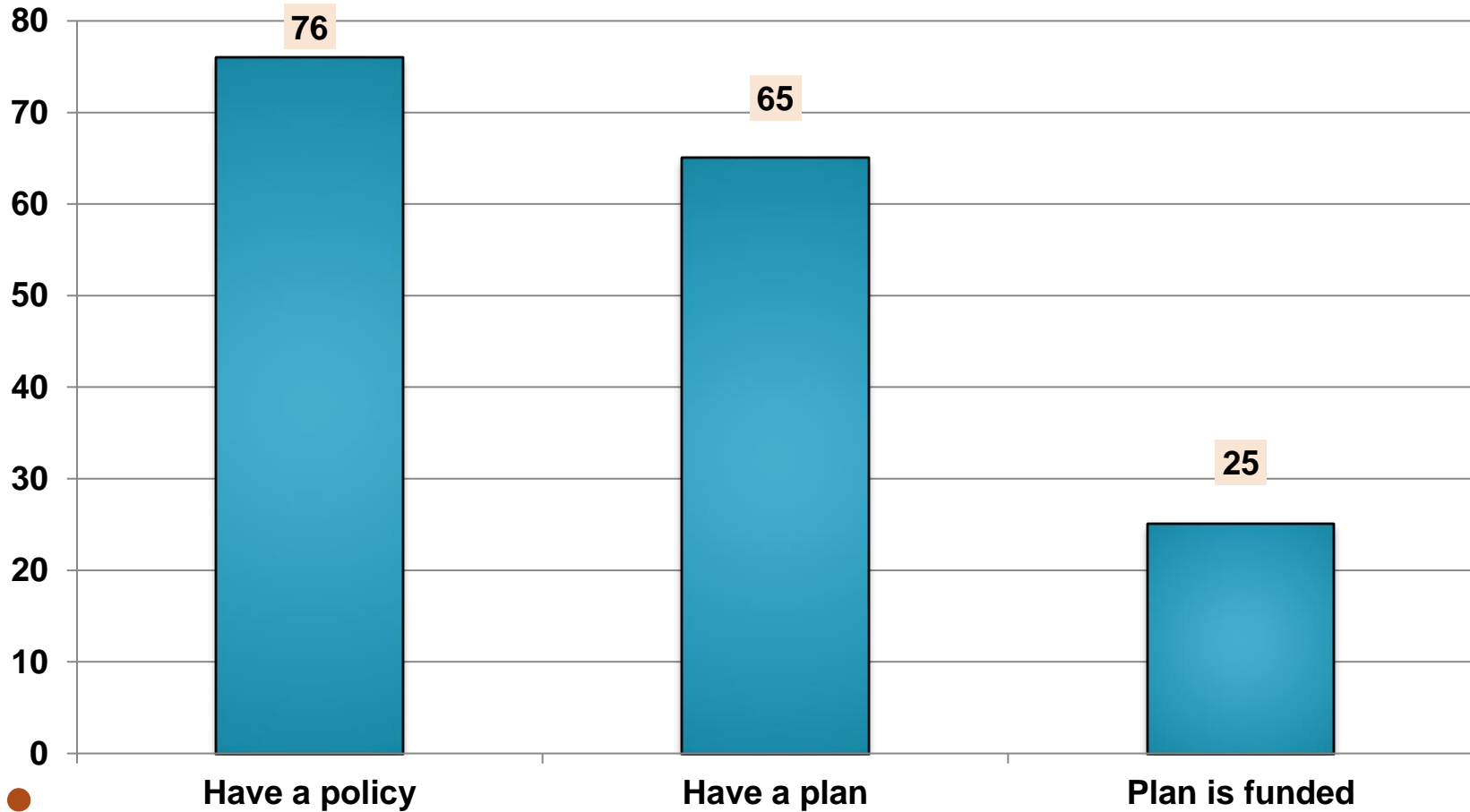
WBTi provides a bird's eye view of status of policies and programmes on IYCF

Average score of Policies & Programme indicators in 97 countries



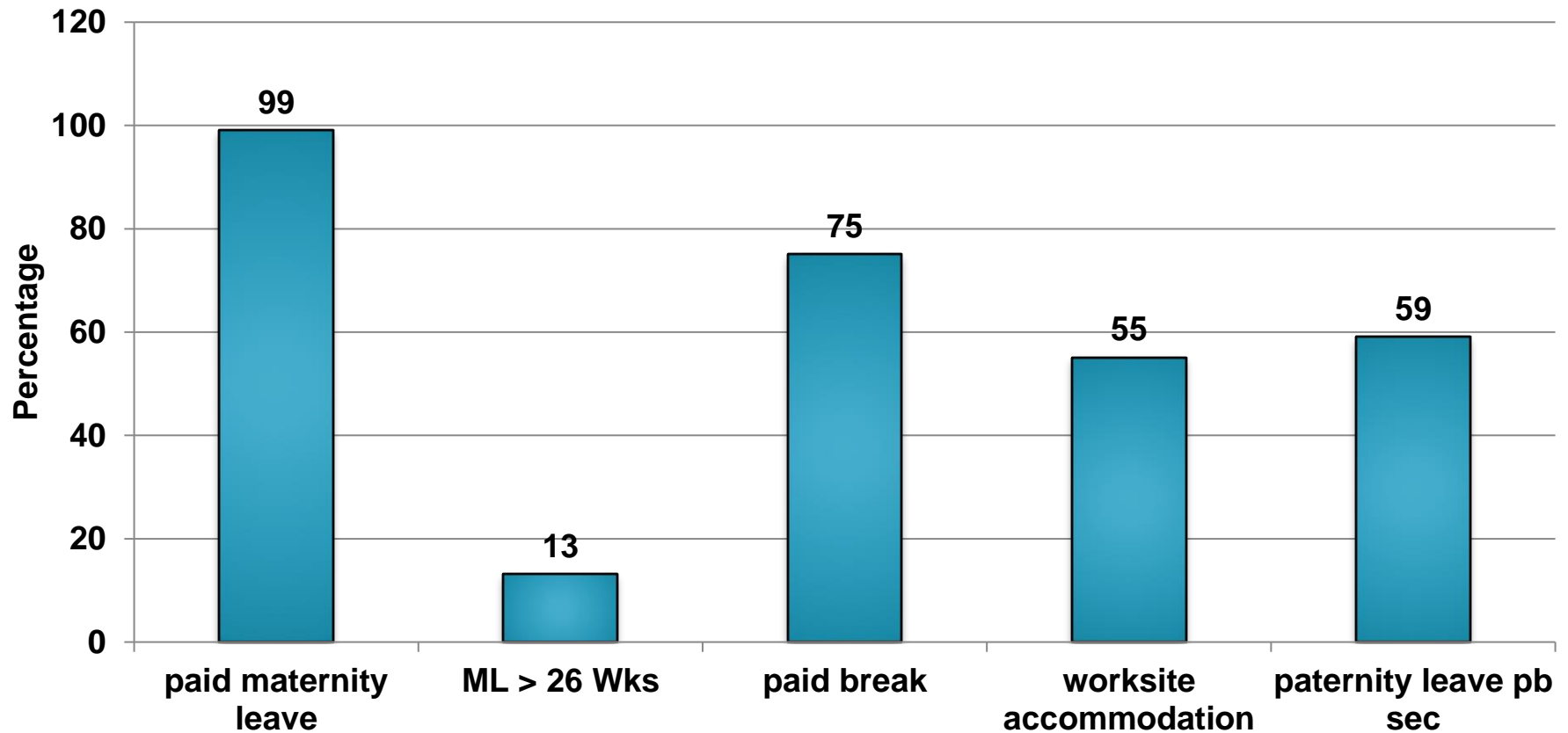
Source: WBTi Portal. Assessment reports of 97 countries

National Policy, Governance and Funding (n=97)



Source: WBTi Portal. Assessment reports of 97 countries

Status of Maternity Protection (n=97)



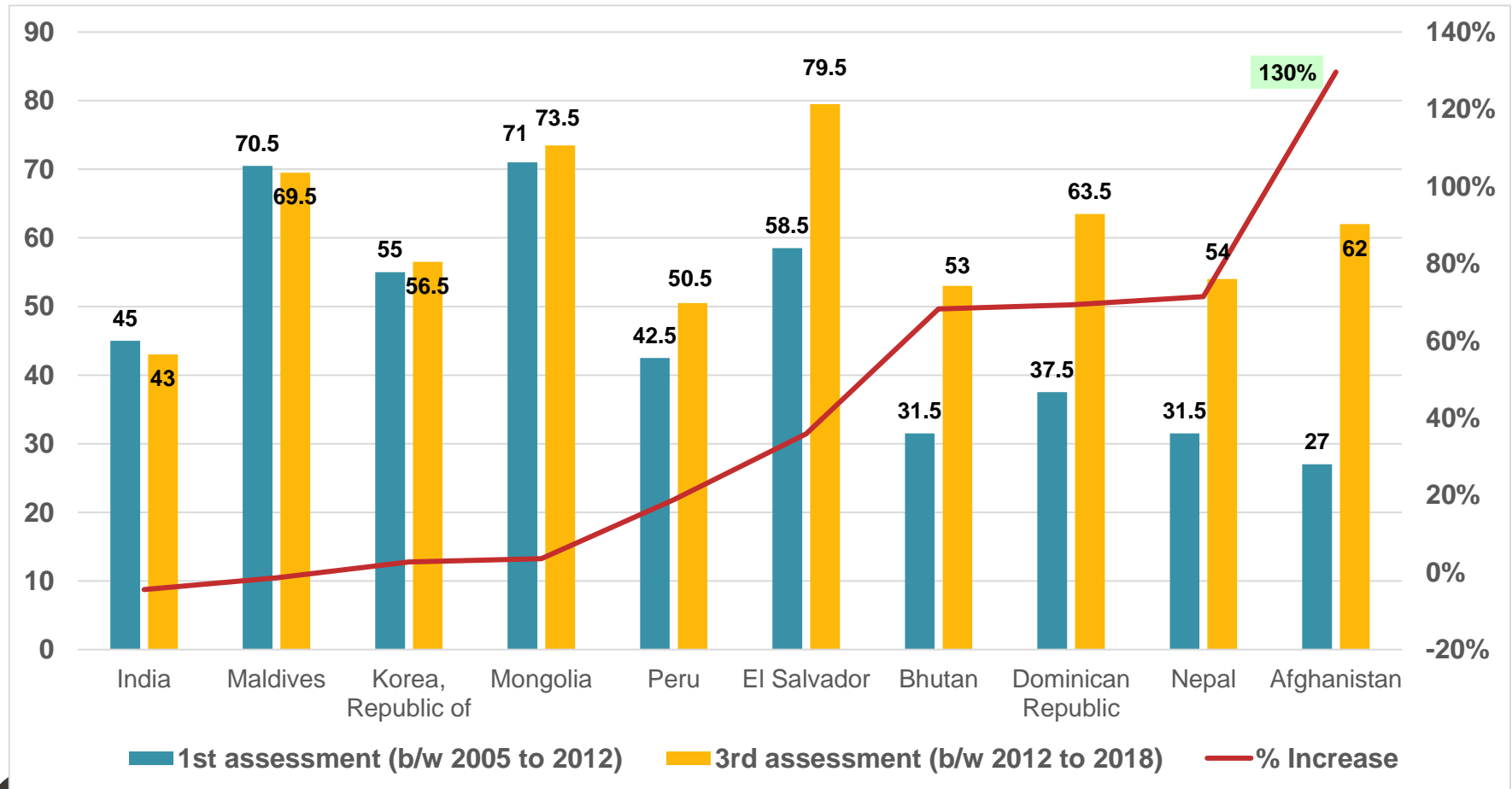
bpni

putting child nutrition
at the forefront
of social change



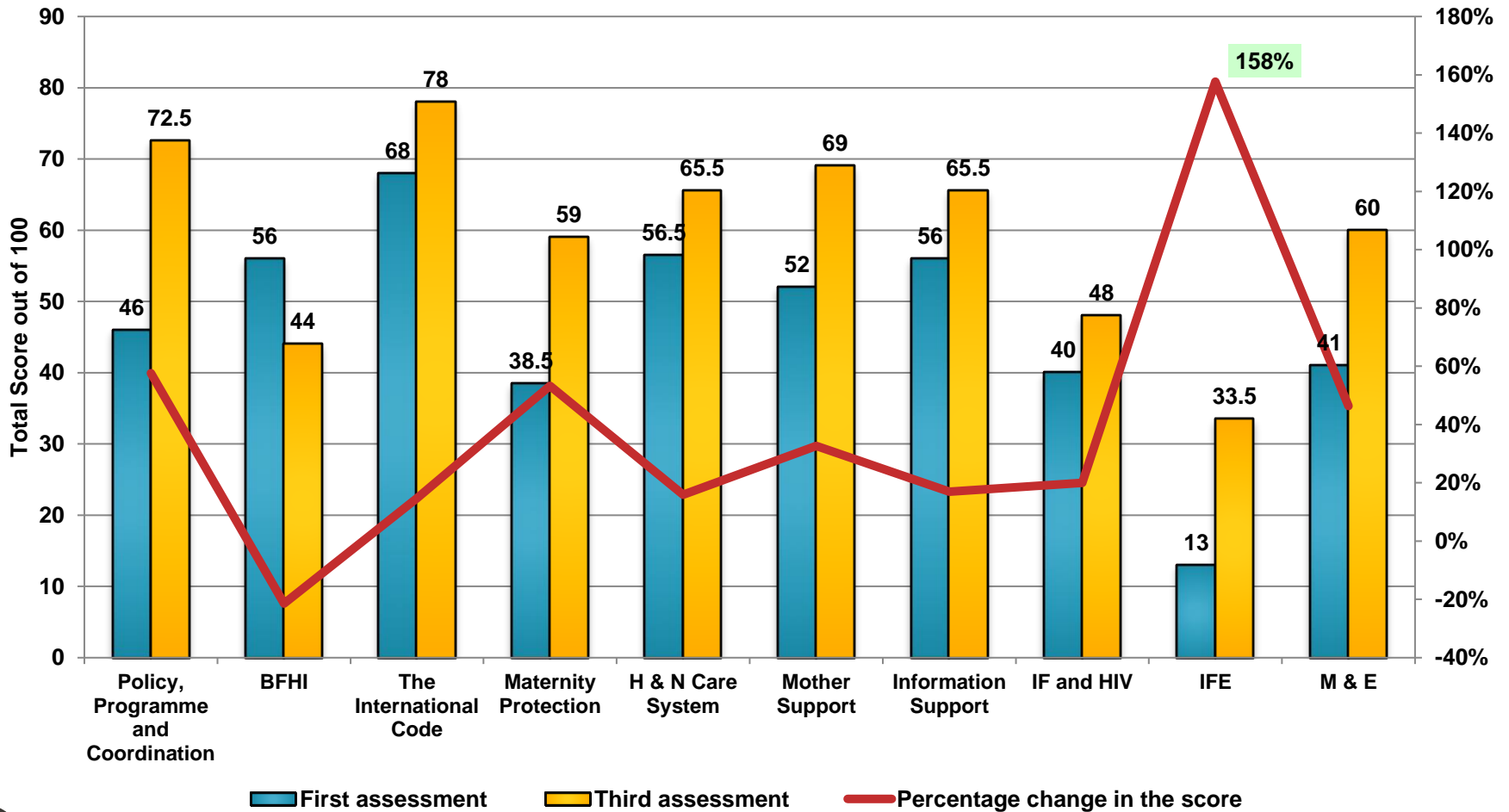
IBFAN
defending breastfeeding

Comparisons of Policy and Programmes Scores between 1st and 3rd Assessments



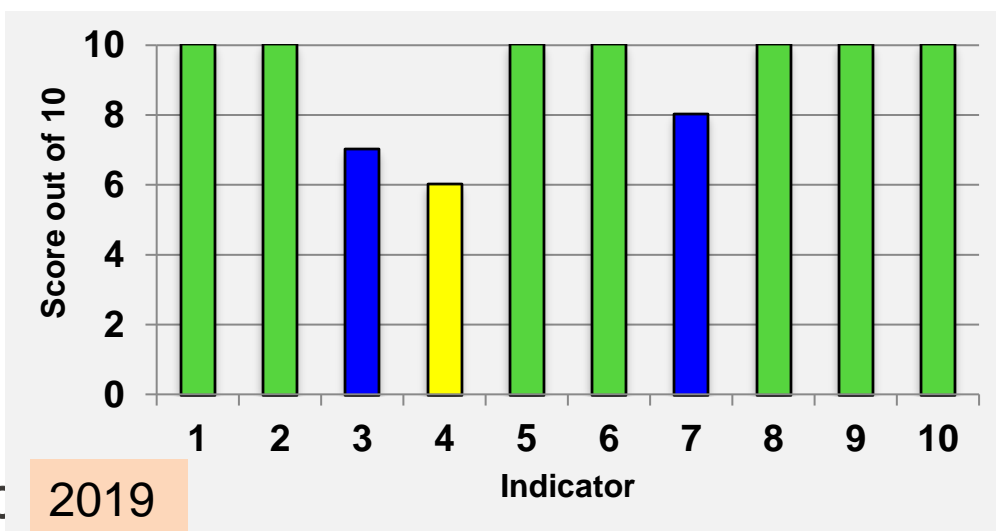
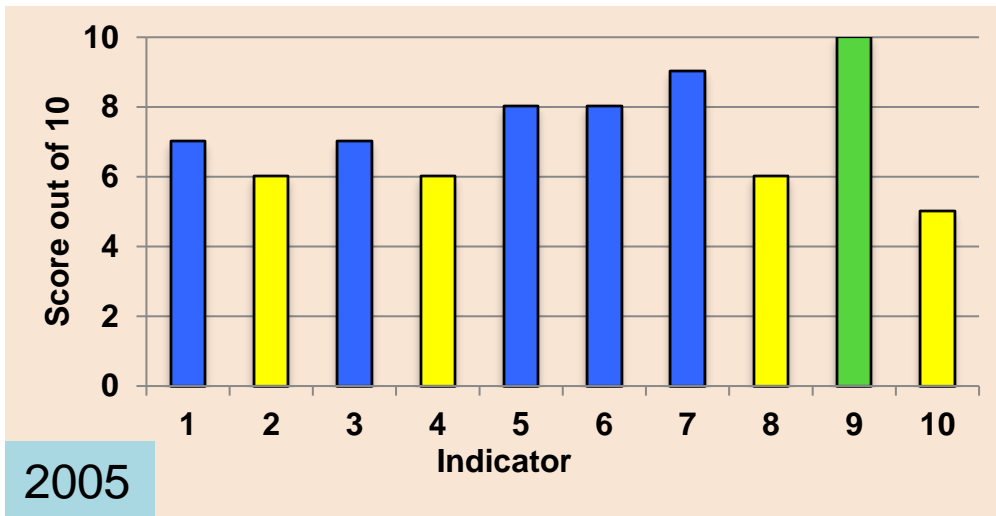
IBFAN S (2020). Asia. Making a difference (under publication)

Achievements in policy and Programme indicators – Comparison between 1st and 3rd Assessments



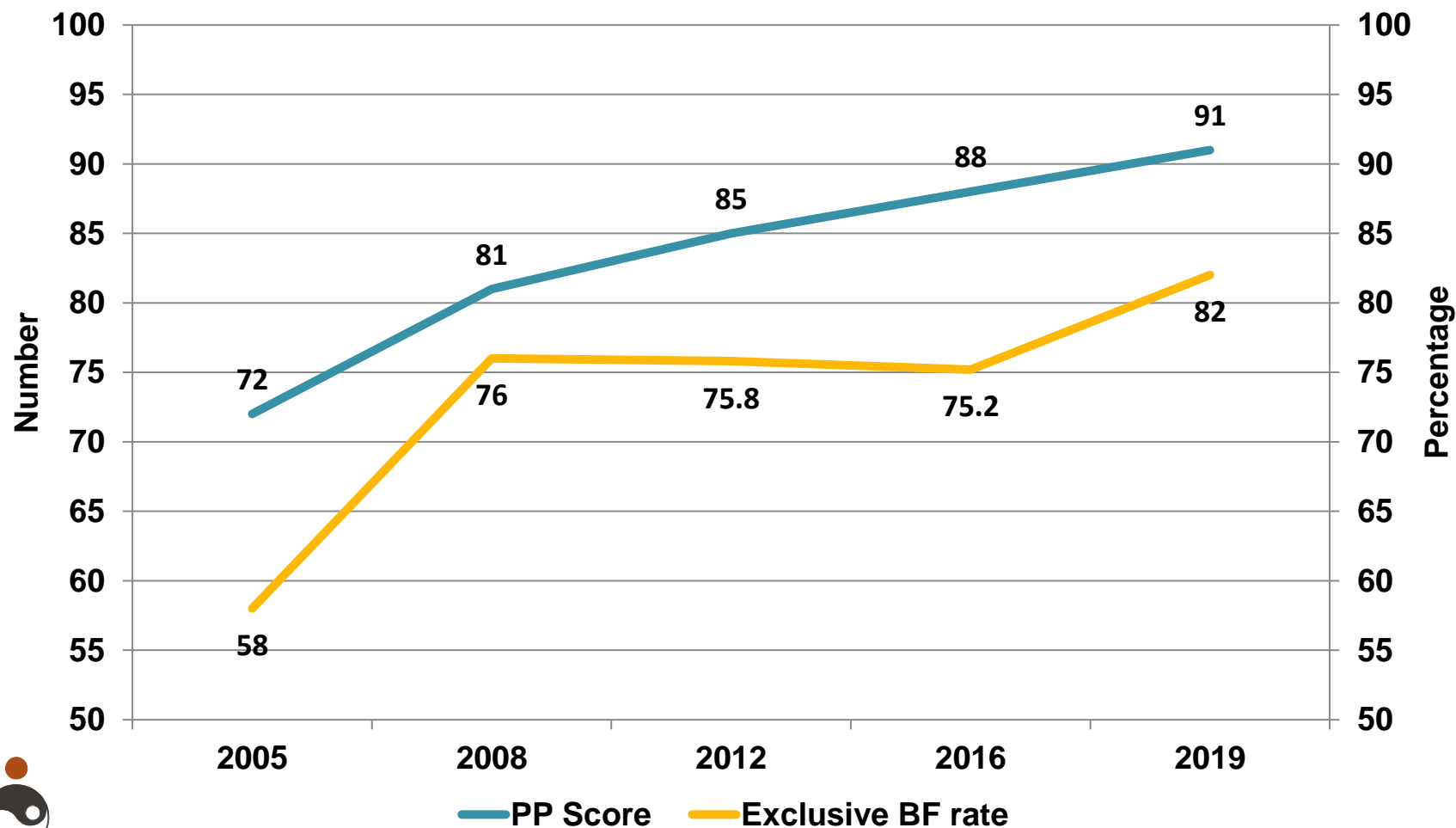
IBFAN S (2020). Asia. Making a difference (under publication)

Sri Lanka – WBTi generates action and provides trends



- National Policy on IYCF with a plan and funding
- A functional BFHI programme
- A national law with some provisions of the Code
- Training of health staff
- Universal community support
- A policy on infant feeding and HIV
- A guideline on infant feeding during emergencies

Sri Lanka - Action on policies and programmes enhances exclusive breastfeeding rates



WBTi exhibits the power of collaboration



WBTi strengthens national breastfeeding movement

Benefit / role enhancement of national WBTi coordinating organization	Reported by (n=51)
Act /recognised as reference point for IYCF	37 (73%)
Serve as a platform for local partnership around IYCF	35 (69%)
connecting with media, acquiring skills to organise meetings etc.	11 (22%)

IBFAN S (2020). Asia. Making a difference (under publication)

Global Nutrition researchers find it worthwhile...

The screenshot shows the journal's homepage with the title 'Advances in Nutrition' and navigation links. The main article featured is 'Protection, Promotion, and Support and Global Trends in Breastfeeding' by Chessa K. Lutter and Ardythe L. Morrow. The article's abstract is visible, discussing the relationship between breastfeeding promotion and practices. The page also includes a search bar, a 'Current Issue' section for September 2013, and various article options like 'Abstract', 'Full Text', and 'Purchase Article'.

- WBTi has been found to be a valid tool to show that it is possible to increase breastfeeding rates if policy and programmes are put in place
- Higher the WBTi score – higher is the median annual increase in the exclusive breastfeeding rates



bpn

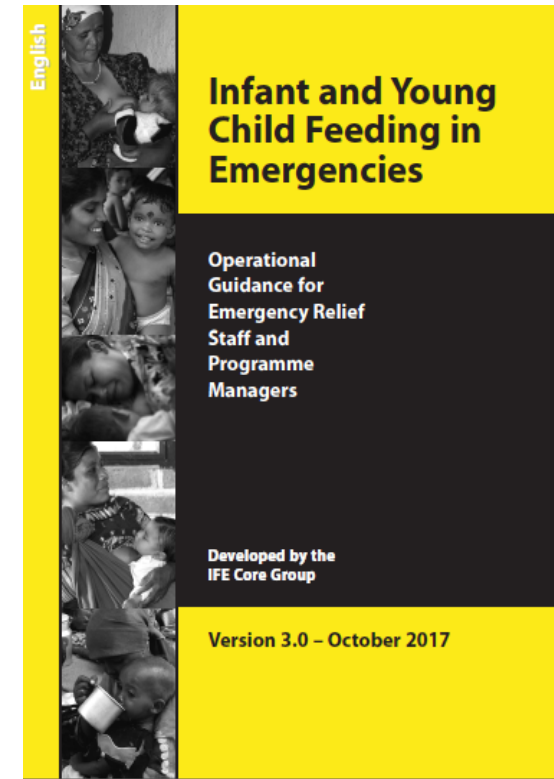
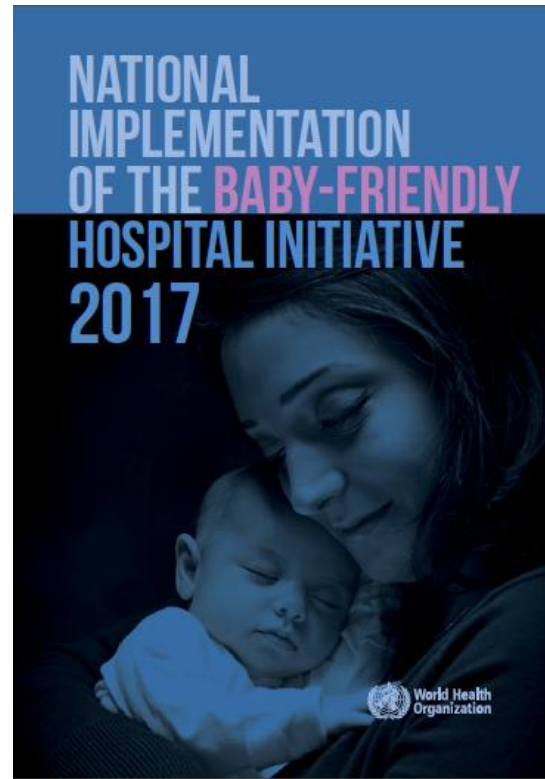
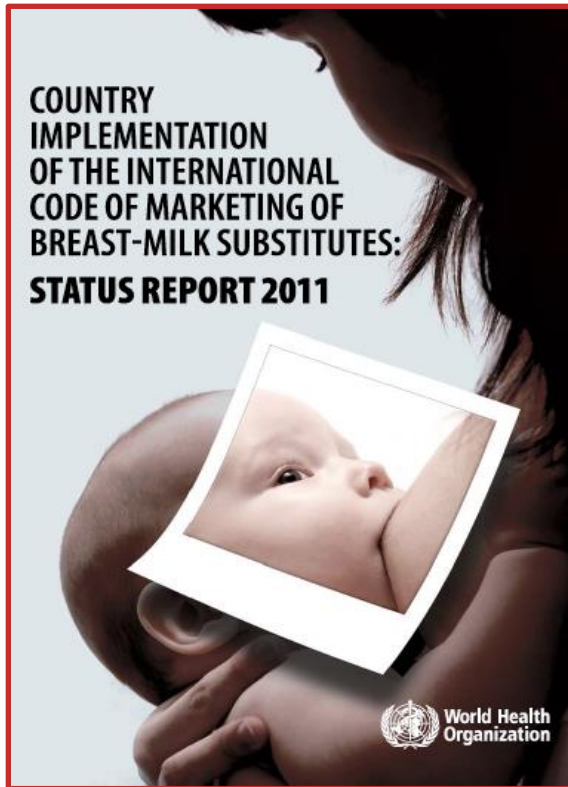
putting child nutrition...
at the forefront
of social change

Chessa K. Lutter and Ardythe L. Morrow. Adv. Nutr. 4: 213,219, 2013

22



Global acceptance of WBTi as a credible source of information on IYCF policies & Programme



WBTi Web Portal

The screenshot displays the WBTi Web Portal interface. The top navigation bar includes links for Home, About, Resources, Global Data Repository, Our Collaborations, Gallery, and WBCi Tool. A search bar, contact link, and networking link are also present. The main content area is titled "WBTi Countries" and is divided into three regional columns: Africa Region, Europe Region, and North America Region. Each region lists countries with their respective flags, global ranks, country scores, and regional ranks. A red circular arrow icon is visible in the bottom left corner of the screenshot.

Region	Country	Global Rank	Country Score	Regional Rank
AFRICA REGION	GAMBIA	5	83.0	1
	KENYA	10	77.0	2
	MALAWI	12	75.5	3
EUROPE REGION	TURKEY	7	80.0	1
	UKRAINE	14	74.0	2
	MALTA	30	65.5	3
NORTH AMERICA REGION	UNITED STATES	91	37.0	1
	FIJI	59	55.0	-

Summary Points

1. The WBTi has established itself as an efficient system and a useful tool for assessing the country situation and identifying gaps in policies and programmes on IYCF
2. WBTi has helped countries and other agencies in strengthening IYCF governance, galvanizing action and improving IYCF policies and programmes.



bpni

putting child nutrition
at the forefront
of social change

Thank you !!

For more information

Contact:

WBTi Global Secretariat/

BPNI

India

wbtigs@gmail.com

Visit:

<https://www.worldbreastfeedingtrends.org/>



bpni

putting child nutrition
at the forefront
of social change



IBFAN
defending breastfeeding