GLOBAL BREASTFEEDING ADVOCACY INITIATIVE

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Exclusive breastfeeding rates: slow global progress
Percentage of infants aged 0–5 months that are exclusively breastfed


BREASTFEEDING ADVOCACY INITIATIVE
Rapid progress is possible

Increase in percentage of exclusively breastfed infants <6m

- Niger (4)
- Sierre Leone (5)
- Kazakhstan (4)
- Burkina Faso (3)
- State of Palestine (4)
- Sudan (4)
- Kenya (5)

Baseline 2005-09
Most recent 2010-14
Where is the political commitment & investment?

- Insufficient global leadership & champions
- Lack of unified voice
- Fragmented programs
- Failure to persuasively communicate importance of breastfeeding
- Aggressive marketing by BMS companies
Time to act: Breastfeeding Advocacy Initiative
Our partnership is growing…

BREASTFEEDING ADVOCACY INITIATIVE
Our vision: a world where all women & families are empowered & supported to breastfeed
Breastfeeding Advocacy Initiative

Strategic Goals

- Foster leadership & alliances & effectively integrate & communicate breastfeeding messages
- Mobilize resources & promote accountability
- Build knowledge & evidence to enhance breastfeeding policies, programs, financing & communication
Call to Action - 7 policy asks

1. **Increase funding** to reach the 2025 WHA global target: raise the rate of exclusive breastfeeding in the first six months to at least 50 per cent.

2. Fully implement the **International Code of Marketing of Breastmilk Substitutes** and relevant World Health Assembly resolutions, through strong legal measures that are **monitored and enforced** by organizations free from conflicts of interest.

3. Enact **family leave and workplace breastfeeding policies**, which at least minimally conform to the International Labour Organization’s most recent maternity protection guidelines, including provisions for the informal sector.

4. Implement the **Ten Steps to Successful Breastfeeding** in maternity facilities, including providing breastmilk for sick and vulnerable newborns.
Call to Action – 7 policy asks

5. Improve **access to skilled lactation counselling** as part of comprehensive breastfeeding policies and programmes in health facilities.

6. Strengthen **links between health facilities and communities**, and encourage community networks that protect, promote, and support breastfeeding.

7. Create **monitoring systems** that track the progress of policies, programmes, and funding towards achieving both national and global breastfeeding targets.
For more information:
breastfeeding@unicef.org
NETCODE : Network for Global Monitoring and Support for Implementation of the International Code of Marketing of Breast-milk Substitutes and Subsequent Relevant World Health Assembly Resolutions
The vision

a world in which all sectors of society are protected from the inappropriate and unethical marketing of breast-milk substitutes and other products covered by the scope of the International Code and relevant WHA resolutions
The goals

• to strengthen Member States’ and civil society capacity to monitor the International Code and relevant WHA resolutions

• to facilitate the development, monitoring and enforcement of national Code legislation by Member States, by bringing together a group of committed actors to support these processes.
Current Membership

unicef
unite for children

World Health Organization

Save the Children

WABA

Helen Keller International

IBFAN

METROPOL

Bill & Melinda Gates Foundation
Expected Outcomes

• Publication of monitoring framework/protocols/training materials for monitoring
• Capacity development in participating Member States
• Monitoring of the Code and national Code legislation in 8 Member States
• Strengthened global monitoring, enforcement, and advocacy
Monitoring Framework

**Scope**

- Breast milk substitutes including infant formula, follow up/on formula and growing up milk
- Other food or liquid targeted for children (0-6 months)
- Commercial complementary food (6+ months)
- Feeding bottles and teats
- Not a specific product
Two components:

1. Ongoing reporting of violations of national law and the Code, for the purposes of taking immediate corrective action.

2. Periodic in-depth surveys to identify problem areas and map progress of Code implementation.
http://www.who.int/nutrition/netcode/en/