INVESTING IN NUTRITION
AN INVESTMENT FRAMEWORK TO REACH THE GLOBAL NUTRITION TARGETS

REACHING THE BREASTFEEDING TARGET

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Based on a report produced by World Bank and R4D:

**Investing in Nutrition: The Foundation for Development:**

*Meera Shekar, Jakub Kakietek, Mary D’Alimonte, Dylan Walters, Hilary Rogers, Julia Dayton Eberwein and Robert Hecht*

**Executive Summary available at:**
Why The World Needs Better Nutrition:

SCHOOLING: Early nutrition programs can increase school completion by one year

EARNINGS: Early nutrition programs can raise adult wages by 5-50%

POVERTY: Children who escape stunting are 33% more likely to escape poverty as adults

ECONOMY: Reductions in stunting can increase GDP by 4-11% in Asia & Africa

• Good nutrition increases economic growth for all
• Improving nutrition equalizes opportunities for the less well-off
Investments to promote breastfeeding build human capital, boost shared prosperity, and improve health outcomes.

**COGNITION**
Breastfeeding improves cognitive development and intelligence.

**EARNINGS**
Intelligence increases wages and earnings in adulthood.

**POVERTY**
Children who escape stunting are 33% more likely to escape poverty as adults.

**ECONOMY**
Inadequate breastfeeding costs approx. 0.49% of global GNI.

**HEALTH**
Over 823,000 child deaths & 20,000 deaths due to breast cancer could be prevented each year.
# Exclusive Breastfeeding

**WHA TARGET:** Increase the rate of exclusive breastfeeding in the first 6 months up to at least 50%

## Interventions Included

1. Pro-breastfeeding social policies
2. Promotion of good infant and young children nutrition (IYCN) & hygiene practices
3. National breastfeeding promotion campaign
4. Extension of maternity leave to six months (*Costs separated from final package*)

## Key Assumptions

- 27 countries which carry 80% of the burden. HICs excluded
- Developed excel model that parallels LiST impact model.
- Pro-Breastfeeding Social Policies & Media Strategy: costs based on approximation from Viet Nam Alive & Thrive Study. Not included in impact analysis, considered core enabling interventions.
- Costed 1 year of IYCN counseling on infant and young child nutrition, vs stunting target included costs of 2 years.
- Maternity leave costs not included because they are incurred by other sectors.
Exclusive Breastfeeding: Total Additional Costs and Impact to Achieve Target Over 10 Years

- **Target = 50% exclusive breastfeeding**
- **Projection = 54% exclusive breastfeeding in 2025**
- **105m more children exclusively breastfed over 10 years**
- **Child deaths averted:** 520,000 in over 10 years.
- **Intervention Costs:** US$ 5.7b over 10 years
- **Maternity leave cash benefits would add US$ 24.1b over 10 years**

*Maternity leave cash benefits would add US$ 24.1b over 10 years*
Exclusive Breastfeeding: Total Additional Costs Over 10 Years To Achieve Target (US$ m)

Scale-up phase | Maintenance phase
---|---

<table>
<thead>
<tr>
<th>Year</th>
<th>US$ m</th>
<th>Year</th>
<th>US$ m</th>
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<td>2016</td>
<td>$136</td>
<td>2016-2025</td>
<td>Total 10-Year Costs (US$ m) 2016-2025</td>
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<td>2017</td>
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<td>2019</td>
<td>$520</td>
<td>Media strategy</td>
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<td>M&amp;E and capacity strengthening</td>
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<td>Total costs</td>
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<td>2022</td>
<td>$758</td>
<td>Extending Maternity Leave to 6 months costs: $24.1b</td>
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<td>2025</td>
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Maternity leave costs not included
Exclusive Breastfeeding: Additional Costs Over 10 Years by Region (US$ m)

Global Cost = US$ 6 billion

- East Asia and the Pacific: $2,155
- South Asia: $1,486
- Latin America and the Caribbean: $485
- MENA: $634
- Africa: $292
- Europe and Central Asia: $691

Total Global Cost: US$ 6 billion
Financing

• Existing baseline financing of $0.1 billion by donors and $0.3 billion by governments per year for breastfeeding is insufficient to reach the breastfeeding and stunting targets.

• Annual investments for EBF have to increase 3-fold by 2025 (to 1.1 billion per year) to achieve the targets.

• And there is potential to surpass the current target.
Summary

Benefits of investing in breastfeeding
• Reaching the WHA breastfeeding target will result in an additional 105 million more children exclusively breastfed and over 520,000 child deaths prevented
• Cognitive benefits of universal breastfeeding equate to 0.5% of global GNI

Costs to achieve WHA EBF targets
• Reaching WHA Global EBF and Stunting target is estimated to require an additional $8.7b in investments over 10 years in breastfeeding and IYCN programs
• Investment expected to have high impact and positive return on investment

Financing needs
• Total financing for breastfeeding/IYCN will have to increase by 3.2X = $1.1 b/yr in 2025
• There is precedent in scale-up of investments to this level (i.e.. Malaria, HIV)

What’s Next?
• Advocacy for investing in nutrition with including governments, donors, private sector, innovative financing and community investments
Benefits of Achieving Global Nutrition Targets
(2025 compared to 2015 Baseline)

**STUNTING**
- 65 million cases of stunting prevented
- 2.8 million child deaths averted

**BREASTFEEDING**
- 105 million more babies exclusively breastfed
- 520,000 child deaths averted

**WASTING**
- 91 million children treated for wasting
- more than 860,000 child deaths averted

**ANEMIA**
- 265 million cases of anemia prevented
- 800,000 child deaths averted

**BENEFITS OF ACHIEVING ALL FOUR TARGETS**
- 65 million fewer cases of stunting
- At least 3.7 million child deaths prevented
INVESTING IN NUTRITION NOW
THE FOUNDATION FOR DEVELOPMENT

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#fairstart

Executive Summary available at: