



World Breastfeeding Trends Initiative (WBTi)

Protecting Infants in Emergency

Best practice and guidance into policy:
Recommendations from WHO and WBTi UK

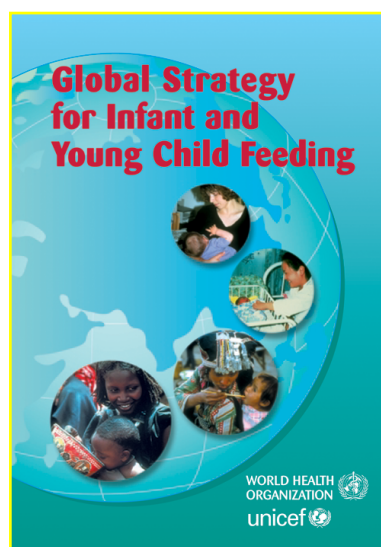
Clare Meynell



What is the WBTi?

- ***Collaboration***
- ***Monitoring***
- ***Action***

<http://www.who.int/nutrition/publications/infantfeeding/9241562218/en/>



Disclosures

Funding

Lactation Consultants GB
International Baby Feeding Network
First Steps Nutrition
University of Sussex
and small donations



WBTi Global report 2016

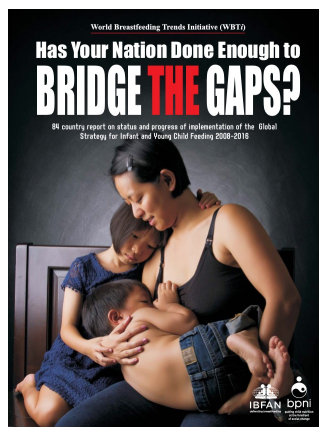
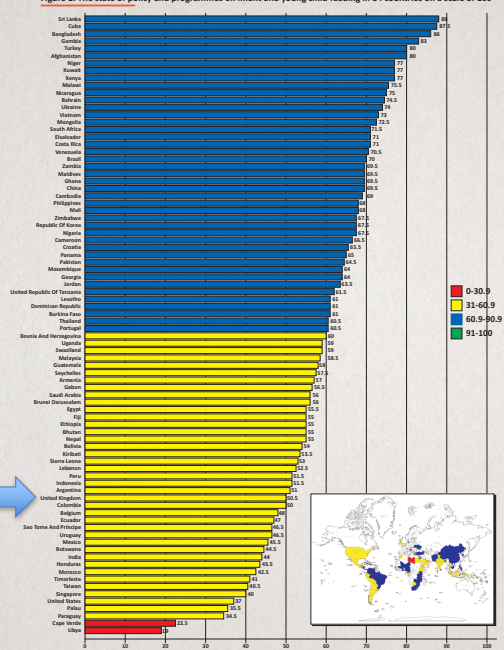


Figure 1: The state of policy and programmes on infant and young child feeding in 84 countries on a scale of 100



WBTi UK Core Group



Stepping stones for the mother's breastfeeding journey



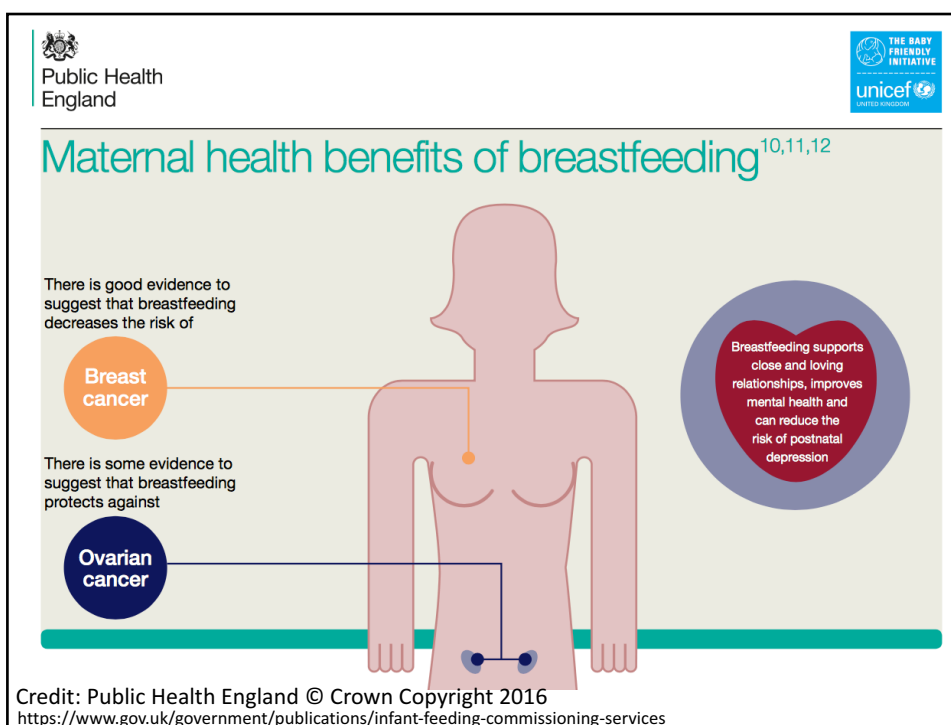
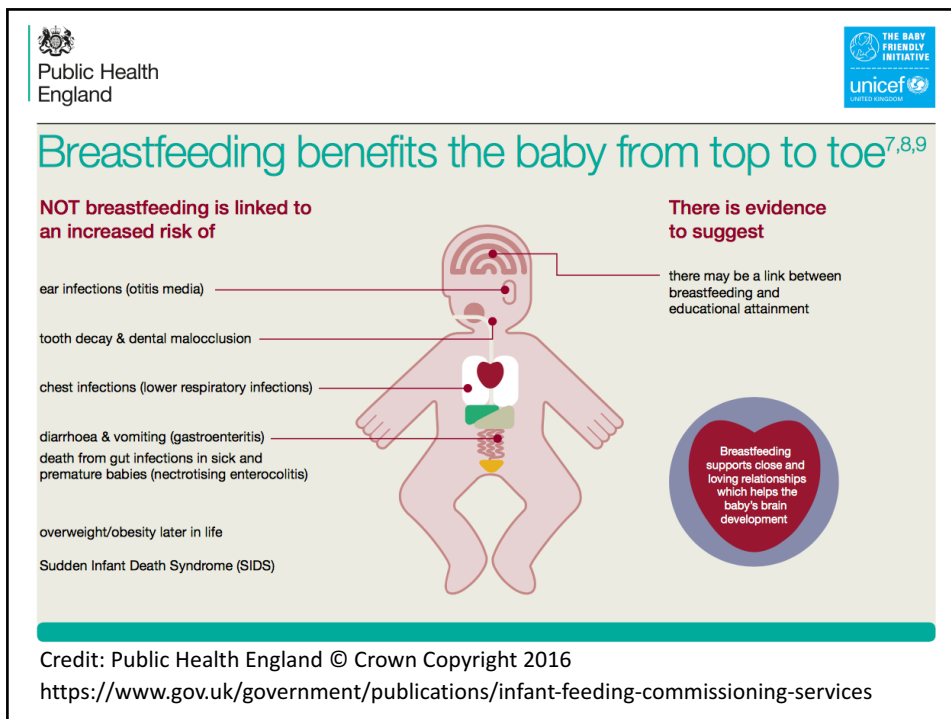
Ten key policies and programs

1. National Policy and Coordination
2. Baby Friendly Initiative
3. International Code
4. Maternity Protection
5. Health Professional Training
6. Community Based Support
7. Information Support
8. Infant Feeding: HIV
9. Infant Feeding: Emergencies
10. Monitoring



Declaration
 Convention UNICEF
 Breastmilk Child Strategy
 Infant Community subsequent
 Blueprint Action Resolutions Marketing
 Code
 Global
 Rights
 World
 political International friendly
 Baby Substitutes matters
 Series Lancet policy Identifying
 UN Young Feeding
 Trends Mothers effectively
 commitment influence
 Innocenti
 WHO Initiative





Why does breastfeeding matter?

Drivers and priorities for government action

- Supporting women's choices
- Physical and mental health
- Human rights and inequality
- Economic impact
- Environmental sustainability
- Protecting all infants in emergencies
- Protecting families from inappropriate commercial pressure



Breastfeeding as a human right.

Access to
skilled
breastfeeding
support

Protect,
promote and
support
breastfeeding

Maternity
protection in the
workplace

Provide clear and
unbiased information
to parents, health
professionals and
the public

**An obligation for
governments,
not for mothers!**



Text: Camille Sellegur IBFAN-Gifa
Image: Sophie Burrows for WBTi UK

Economic impact

- Cost to the NHS at **least £40 million a year**

Renfrew, M., et al Preventing disease and saving resources: the potential contribution of increasing breastfeeding rates in the UK. UNICEF UK, 2012

- Losses [from not breastfeeding] for high income countries are **0.53% of Gross National Income**

Rollins et al, "Why invest, and what will it take to improve breastfeeding practices?" (2016) The Lancet 387:491-504



UK WBTi Report 2016

<https://ukbreastfeeding.org/wbtiuk2016/>



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**UK Report
2016**