

Becoming Breastfeeding Friendly: Targets and Strengths in the International Perspective

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Breastfeeding Advantages

Child

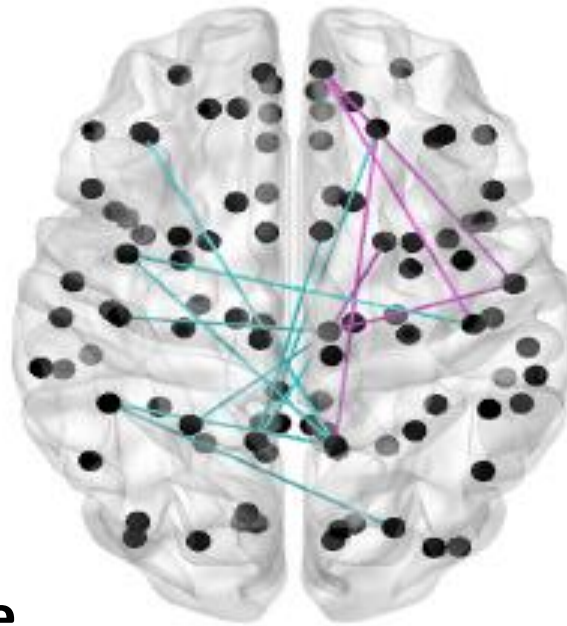
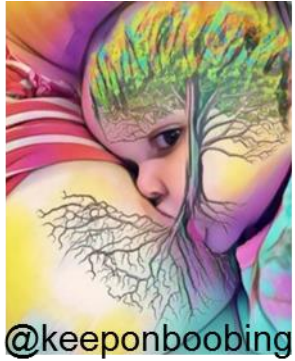
- ↑ nutrition
- ↑ immunity
- ↓ GI infections (including NEC)
- ↓ respiratory infections
- ↓ otitis media
- ↓ leukemia
- ↓ obesity
- ↑ IQ

Mom

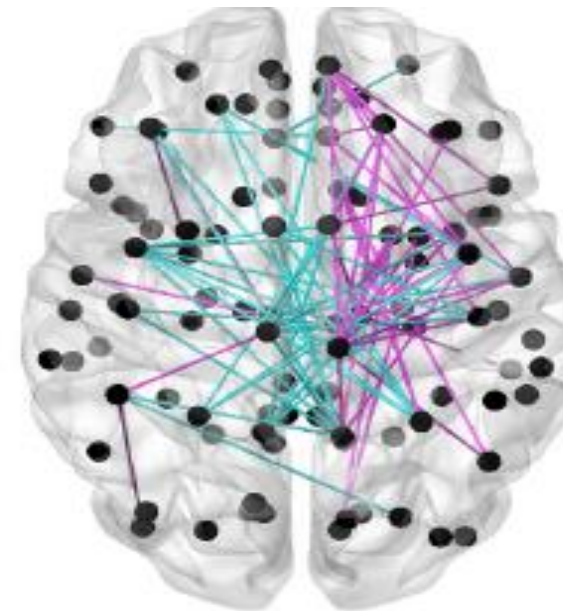
- ↓ fertility
- ↓ pp hemorrhaging
- ↓ breast & ovarian cancer
- ↓ hypertension, type 2 diabetes, CVD

Breast Milk Feeding After Preterm Birth Improved Structural Connectivity

Neural Connections Inside Infants' Brain at Term-Equivalent Age



**< 75% Exclusive
Breast Milk Feeds**




**≥75% Exclusive
Breast Milk Feeds**

- Interhemispheric connections
- Intra-hemispheric connections

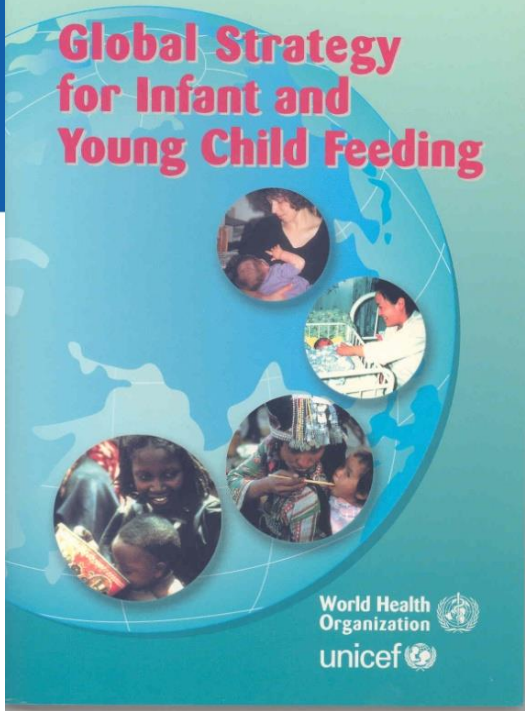
Breastfeeding is an incredibly cost-effective preventive measure to improve maternal-child health & development

*World Health Organization, 2010; Lancet BF Series, 2016;
Bartick et al., Matern Child Nutr, 2017*

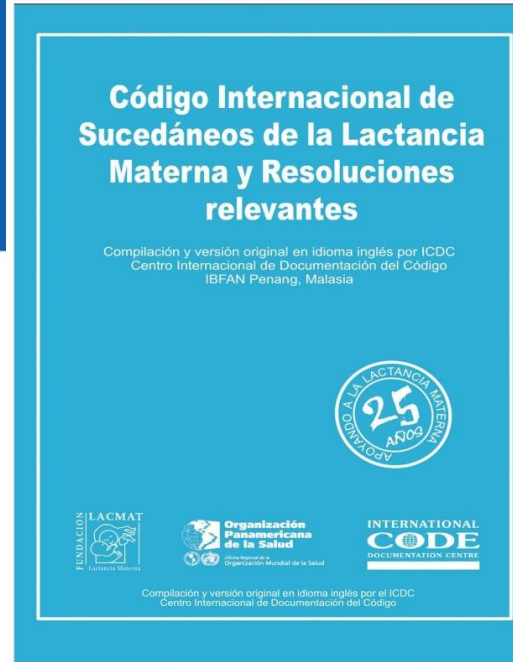
ESTIMATED COSTS ASSOCIATED WITH NOT BREASTFEEDING AMOUNT TO
\$300
BILLION ANNUALLY



The Lancet Breastfeeding Series

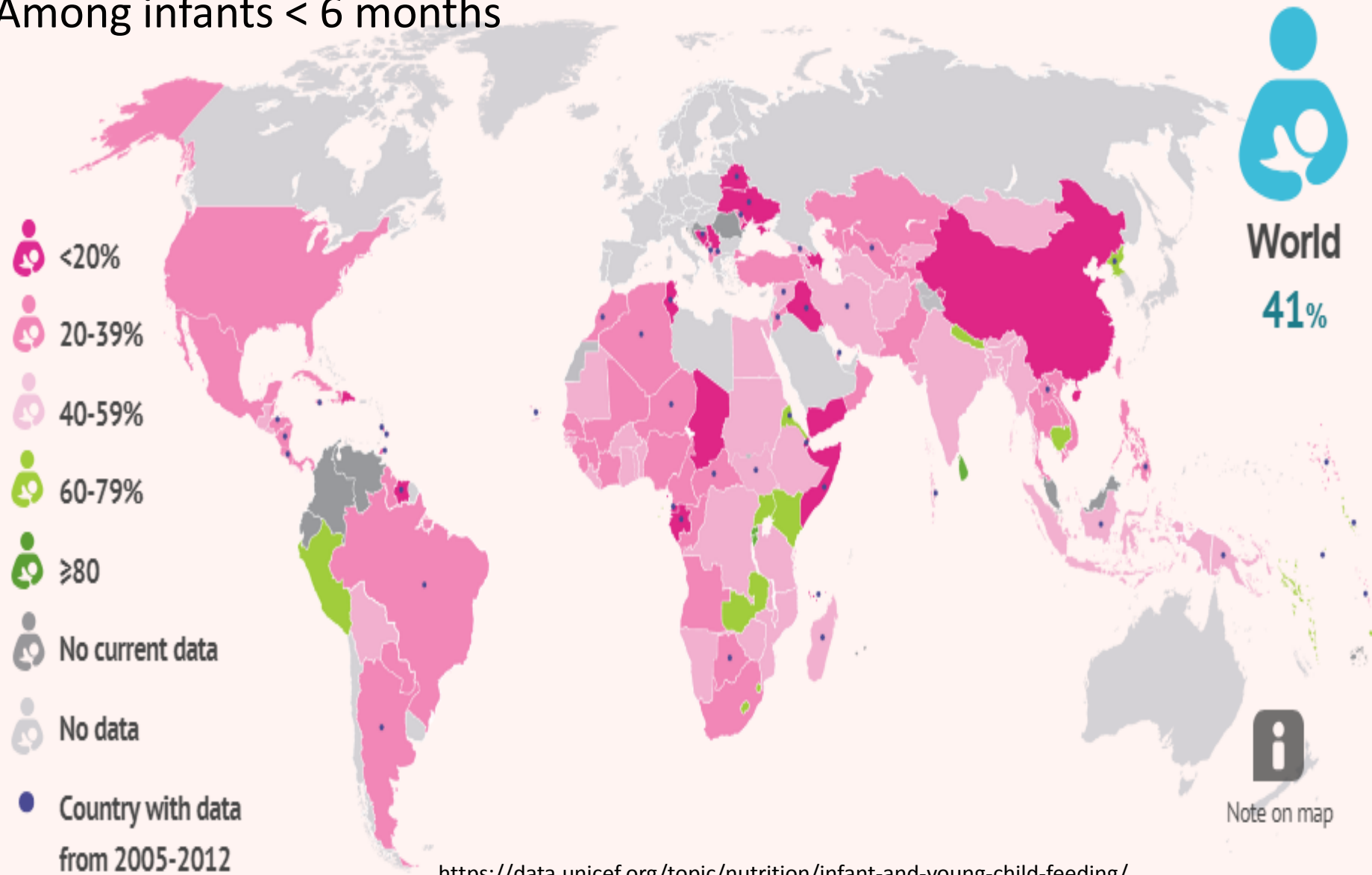


Healthy People 2020 Objectives		Target	Current Rates*	
MICH**-21.1	Increase the proportion of infants who are breastfed: Ever	81.9%	83.2%	✓
MICH-21.2	Increase the proportion of infants who are breastfed: At 6 months	60.6%	57.6%	
MICH-21.3	Increase the proportion of infants who are breastfed: At 1 year	34.1%	35.9%	✓
MICH-21.4	Increase the proportion of infants who are breastfed: Exclusively through 3 months	46.2%	46.9%	✓
MICH-21.5	Increase the proportion of infants who are breastfed: Exclusively through 6 months	25.5%	24.9%	
MICH-22	Increase the proportion of employers that have worksite lactation support programs.	38.0%	49.0%	✓
MICH-23	Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life.	14.2%	17.2%	
MICH-24	Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies.	8.1%	26.1%	✓



Exclusive breastfeeding rate, by country, 2018

Among infants < 6 months



Why do EBF rates continue to be low globally?

AN *Advances in Nutrition* An International Review Journal

Scaling Up of Breastfeeding Promotion Programs in Low- and Middle-Income Countries: the “Breastfeeding Gear” Model^{1,2}

Rafael Pérez-Escamilla,* Leslie Curry, Dilpreet Minhas, Lauren Taylor, Elizabeth Bradley
Yale School of Public Health and Yale Global Health Leadership Institute, New Haven, CT

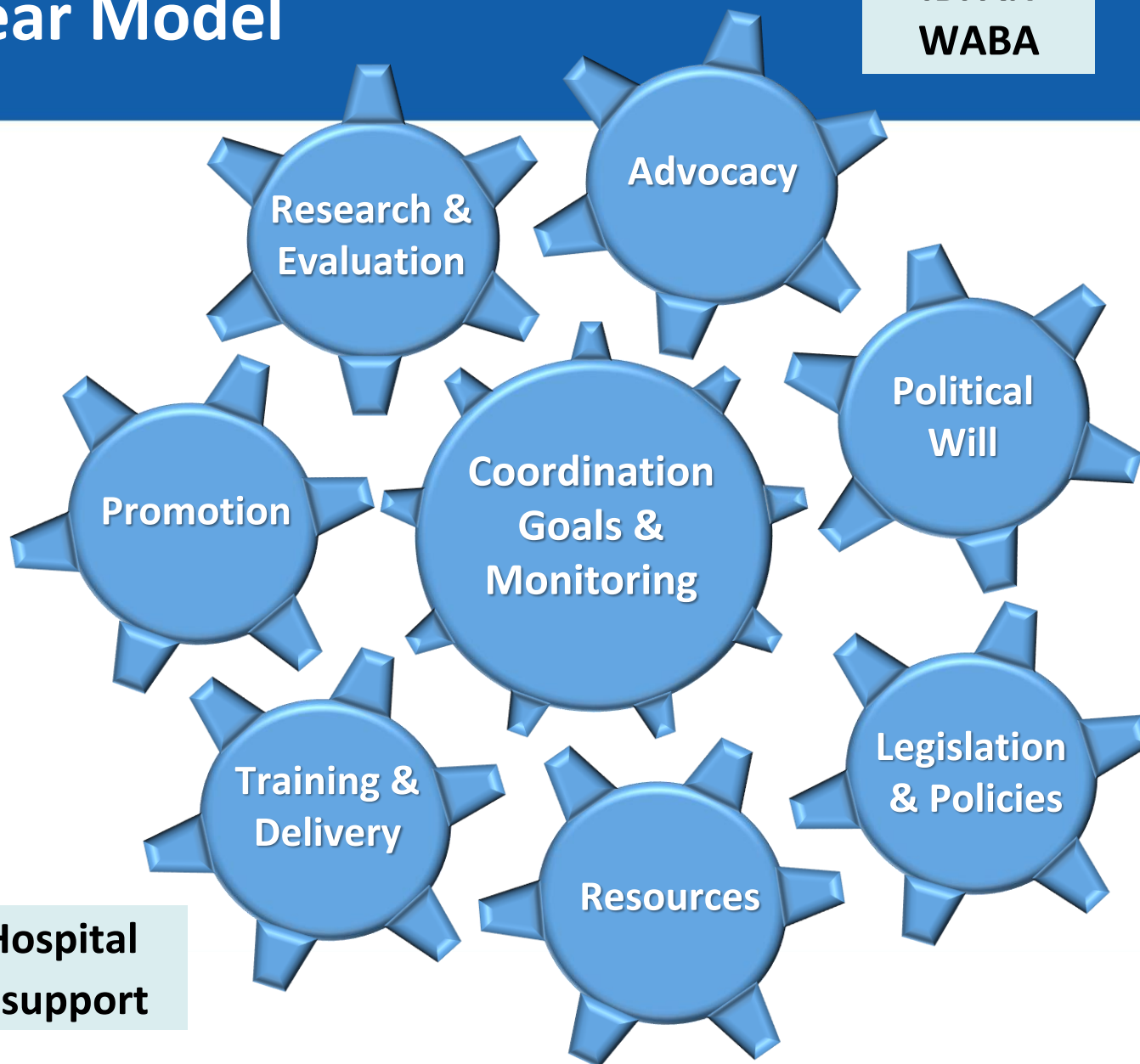
Adv. Nutr. 3: 790–800, 2012

Funded by the Bill & Melinda Gates Foundation through a grant to Yale University

Breastfeeding Gear Model

**IBFAN
WABA**

**World BF
Week**



**Maternity Leave
Work Day Breaks
WHO Code**

**Baby Friendly Hospital
Community BF support**

Becoming Breastfeeding Friendly

*Das internationale Forschungsvorhaben
Becoming Breastfeeding Friendly.
Untersuchung von Rahmenbedingungen
zur Stillförderung*

**Maria Flothkötter, Julia Kunath,
Stephanie Lücke, Katharina Reiss,
Juliane Menzel & Cornelia Weikert**

**Bundesgesundheitsblatt
- Gesundheitsforschung -
Gesundheitsschutz**

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Number 8

Bundesgesundheitsbl (2018)
61:1012-1021
DOI 10.1007/s00103-018-2784-1



Create an evidence-based toolbox to help guide development and tracking of large-scale, well-coordinated, multi-sectoral, national breastfeeding promotion programs




- Empower countries to:
 - Assess their current readiness for scale-up
 - Multisectoral and multidisciplinary stakeholders consensus process
 - Identify key areas for improvement
 - Act upon them using an evidence-informed approach
 - Monitor progress of scaling-up breastfeeding protection, promotion and support programmes
- Knowledge sharing across countries

ORIGINAL ARTICLE

WILEY | Maternal & Child Nutrition

Becoming Breastfeeding Friendly Index: Development and application for scaling-up breastfeeding programmes globally

Rafael Pérez-Escamilla¹  | Amber J. Hromi-Fiedler¹ | Muriel Bauermann Gubert² |
Katie Doucet¹ | Sara Meyers³ | Gabriela dos Santos Buccini¹

Matern Child Nutr. 2018;e12596.

BBFI based on Breastfeeding Gear Model

The Breastfeeding Gear Model (BFGM)^a: The foundation for BBF

*Eight gears at work
and in harmony for
large-scale
improvement in a
country's national
breastfeeding
program*



- BBFI scoring process
 - Benchmarks
 - Individual gears
 - Final overall score



Consensus must be reached on each benchmark score before recording

ORIGINAL ARTICLE

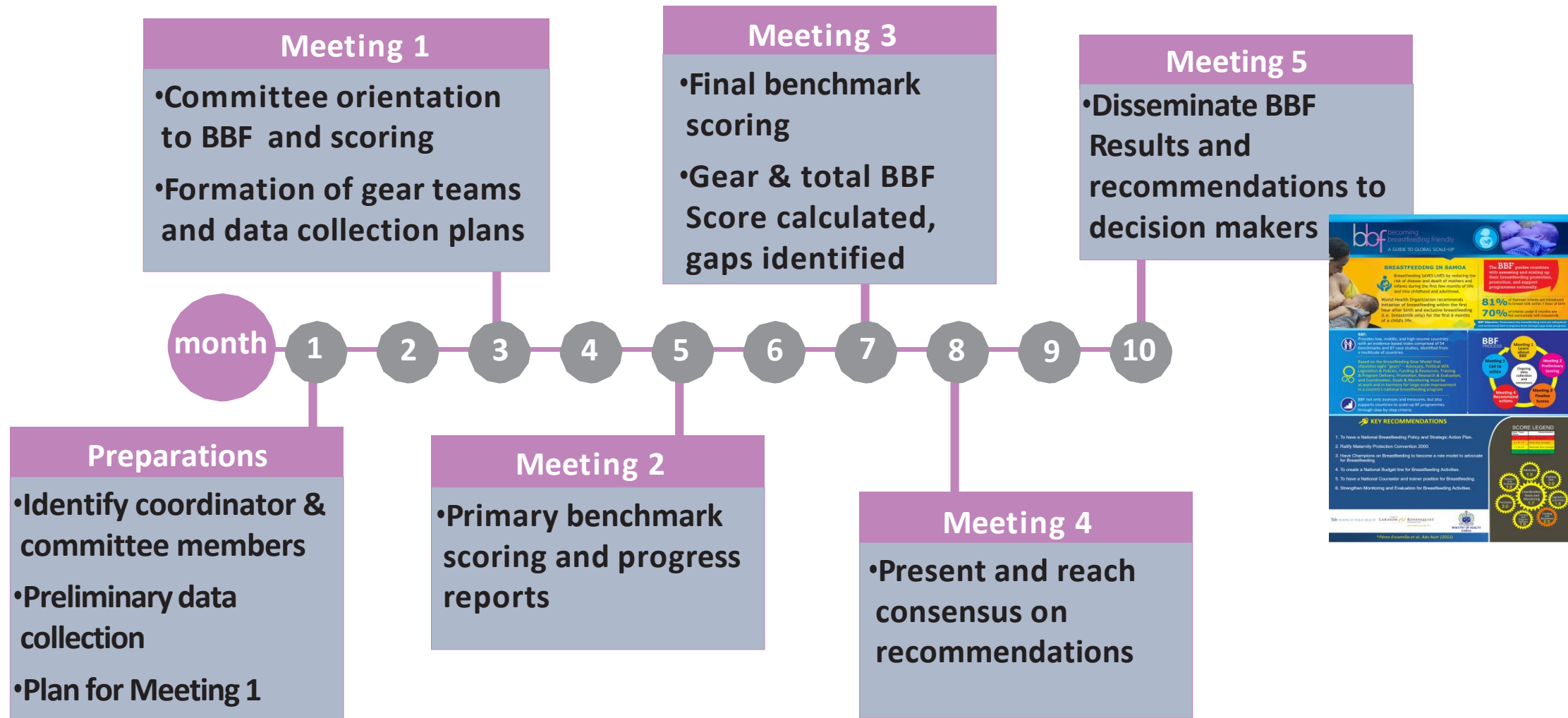
WILEY | Maternal & Child Nutrition

Development and pretesting of “Becoming Breastfeeding Friendly”: Empowering governments for global scaling up of breastfeeding programmes

Amber J. Hromi-Fiedler¹  | Gabriela dos Santos Buccini¹ | Muriel Bauermann Gubert² |
Katie Doucet¹ | Rafael Pérez-Escamilla¹ 

Matern Child Nutr. 2018;*e12659.*

BBF process



Current BBF Countries: What have we learned?



<http://bbf.yale.edu/>

Can “Becoming Breastfeeding Friendly” Impact Breastfeeding Protection, Promotion, and Support in Mexico? A Qualitative Study

Cara Safon, MPH¹, Gabriela Buccini, PhD, MPH, IBCLC¹,
Isabel Ferré, MPH², Teresita González de Cosío, PhD, MS², and
Rafael Pérez-Escamilla, PhD, MS¹

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ORIGINAL ARTICLE

WILEY

Maternal & Child Nutrition

Factors influencing the implementation of the Becoming Breastfeeding Friendly initiative in Ghana

Grace Carroll¹ | Afua Atuobi-Yeboah² | Amber Hromi-Fiedler¹ |
Richmond Aryeetey² | Cara Safon¹ | Rafael Pérez-Escamilla¹

January 9, 2019

BBF leading to high level advocacy action – Ghana



- First Lady become a strong political figure for promoting maternal and child health including breastfeeding
 - Opened World Breastfeeding Week
 - Promoting extension of maternity leave
 - Central figure launching MCH initiatives (i.e. Maternal/Child Health Record book)
- Nutrition champion for Ghana Health Services



<http://ghanapoliticsonline.com/breastfeed-babies-long-necessary-first-lady-urges-mothers/>

BBF leading to improved intersectoral coordination– Myanmar



MOHS takes steps to boost breastfeeding rate



Union Minister Dr. Myint Htwe delivers the speech at the meeting of Stakeholder Endorsement on Recommendations of Becoming Breastfeeding Friendly in Nay Pyi Taw. Photo: MNA

<http://www.globalnewlightofmyanmar.com/mohs-takes-steps-to-boost-breastfeeding-rate/>

- ▶ Formation of a National Infant and Young Child Feeding Alliance



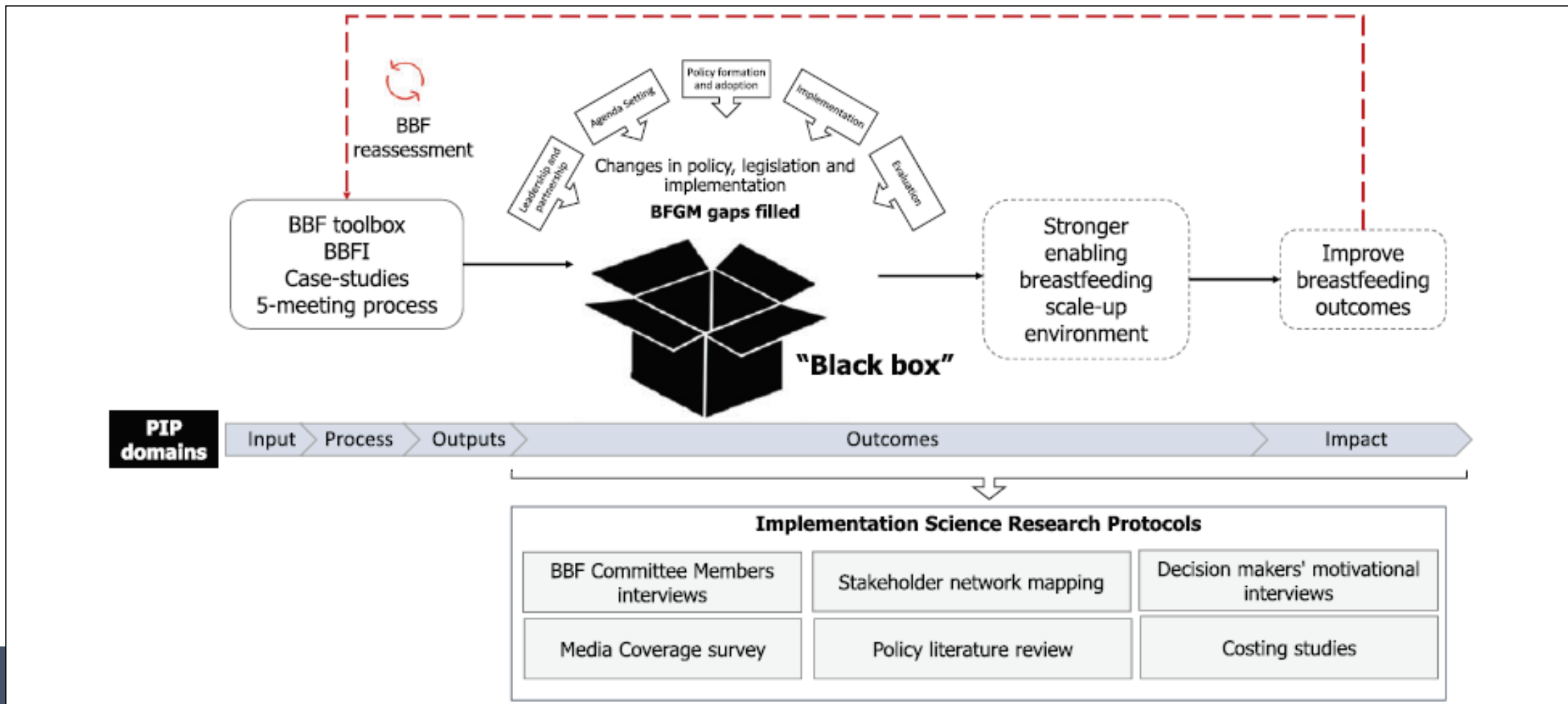
- ▶ Two major policy events targeting decision makers and legislators - 2016 & 2018
- ▶ Official position of Mexican Academy of Medicine on BF protection, promotion and support based on Breastfeeding Gear Model (González de Cosío & Hernández Cordero 2016)
- ▶ National BF strategy released by Government in 2017
- ▶ Costing of maternity leave cash transfer benefit for women in informal economy sector (Vilar-Compte et al. 2019)
- ▶ Costing of expansion of maternity leave among women employed in formal sector (Vilar-Compte et al. 2019)



<https://plenilunia.com/escuela-para-padres/se-realizo-sexto-foro-nacional-de-lactancia-materna-2018-la-transformacion-empieza-con-la-lactancia/57790/>

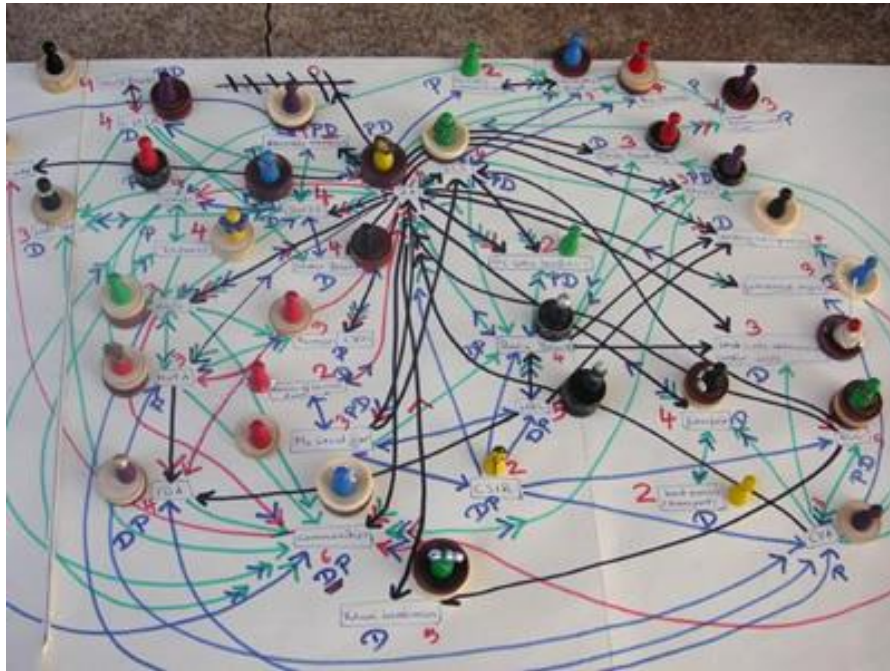
How does “Becoming Breastfeeding Friendly” work? A Programme Impact Pathways Analysis

Gabriela Buccini | Kassandra L. Harding | Amber Hromi-Fiedler |
Rafael Pérez-Escamilla *Matern Child Nutr.* 2019;*e12766.*



Ongoing BBF Implementation Research

- **BBF Stakeholders & Process Mapping**
Net-Map (Schiffer 2007)



- **BBF Costing Framework**

Perspective: What Will It Cost to Scale-up Breastfeeding Programs? A Comparison of Current Global Costing Methodologies

Adv Nutr 2018;9:572–580

Grace J Carroll, Gabriela S Buccini, and Rafael Pérez-Escamilla

Department of Social and Behavioral Sciences, Yale University School of Public Health, New Haven, CT

Costing a Maternity Leave Cash Transfer to Support Breastfeeding Among Informally Employed Mexican Women

Mireya Vilar-Compte, PhD¹, Graciela Teruel, PhD¹, Diana Flores, MSc¹, Grace J. Carroll, MPH², Gabriela S. Buccini, PhD², and Rafael Pérez-Escamilla, PhD²

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