

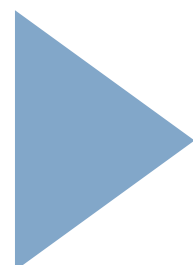


## INTERNATIONAL CONFERENCE

# Infant feeding in emergency: *lessons learned and next steps*



October 28<sup>th</sup> 2022 - National Institute of Health, Rome



## **The World Breastfeeding Trends Initiative (WBTi)** **- a monitoring and advocacy tool for protecting infant and young child feeding in emergencies (IYCF-E)**

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University of Split School of Medicine, Split, Croatia  
World Breastfeeding Trends Initiative, European Coordinator



# Disclosure of interests

- I am the voluntary WBTi coordinator for Croatia and Europe
- I am a voluntary founding and current member of the Croatian National Breastfeeding Committee (founded 2006)
- I am the voluntary leader of the Croatian Ministry of Health Working Group for preparing an IYCF-E policy
- I am a voluntary UNICEF Croatia collaborator
- I am employed full- time at the University of Split School of Medicine



# Overview

- What is WBTi?
- How can it help us monitor IYCF-E?
- What is the state of IYCF-E in Europe
- What is the state of IYCF-E in Italy?
- How can the WBTi help us advocate for the protection of IYCF-E?



# What is the WBTi?

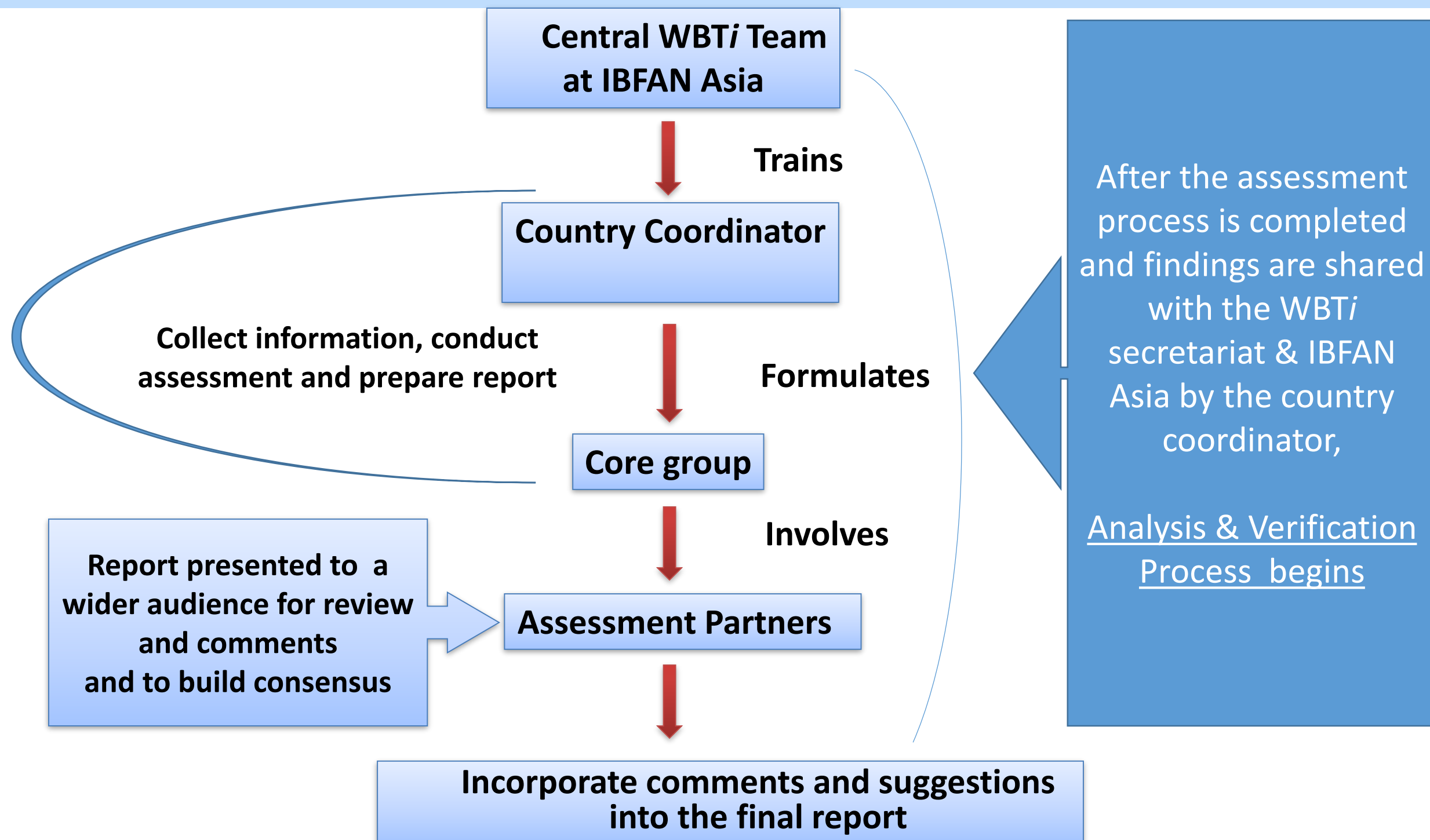
- Tool for assessing implementation of the *Global Strategy for Infant and Young Child Feeding* in a standard way
- Based on the WHO's tool for national assessment of policy and programs on IYCF
- Generates country reports
- A global data repository on IYCF
  - <https://www.worldbreastfeedingtrends.org/wbti-countries.php>



Dr Arun Gupta  
WBTi Global Coordinator



# WBTi: assessment process





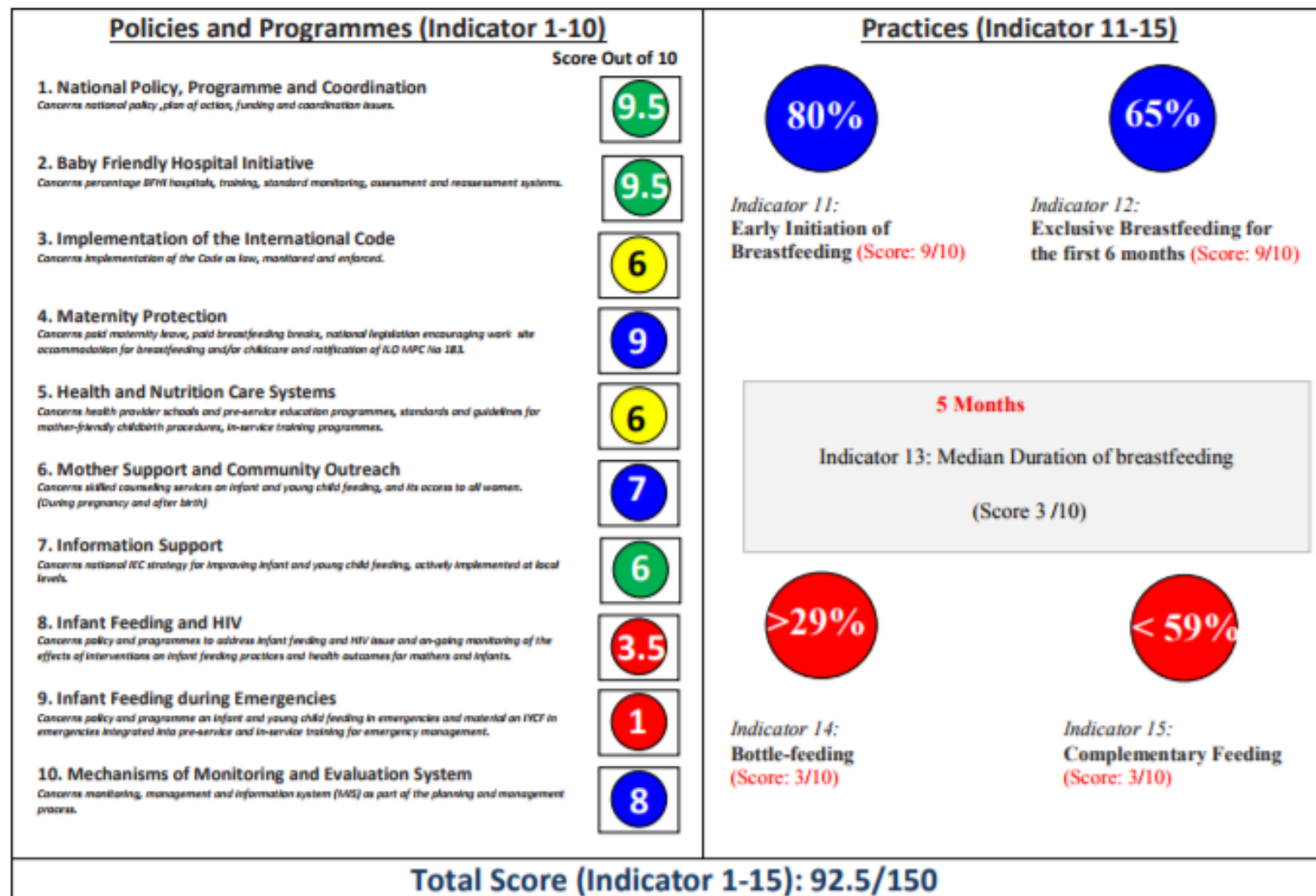
# WBTi report

## CROATIA

### Report Card: 2015

92.5

#### The State of Infant and Young Child Feeding (IYCF)



#### Izvještaj



World Breastfeeding Trends Initiative (WBTi)

Inicijativa svjetskih trendova u dojenju (ISTD)



# WBTi Policy and Program Indicators

1. National Policy, Programme and Coordination
2. Baby Friendly Hospital Initiative
3. Implementation of the International Code of Marketing of Breastmilk Substitutes
4. Maternity Protection
5. Health and Nutrition Care Systems
6. Mother Support and Community Outreach
7. Information Support
8. Infant feeding and HIV
9. **Infant and Young Child feeding during Emergencies**
10. Mechanism of Monitoring and Evaluation System



# WBTi Indicator 9: IYCF-E

Criteria for assessment	√ Check that apply	
9.1) The country has a comprehensive Policy/Strategy/ Guidance on infant and young child feeding during emergencies as per the global recommendations with measurable indicators.	YES <input type="checkbox"/> 2	NO <input type="checkbox"/> 0
9.2) Person(s) tasked to coordinate and implement the above policy/strategy/guidance have been appointed at the national and sub national levels	YES <input type="checkbox"/> 2	NO <input type="checkbox"/> 0
9.3) The health and nutrition emergency preparedness and response plan based on the global recommendation includes:		
1. Basic and technical interventions to create an enabling environment for breastfeeding, including counselling by appropriately skill trained counsellors, and support for relactation and wet-nursing.	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
2. Measures to protect, promote and support appropriate and safe complementary feeding practices	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
3. Measures to protect and support the non breast-fed infants	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
4. Safe spaces for IYCF counselling support services.	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
5. Measures to minimize the risks of artificial feeding, including an endorsed Joint statement on avoidance of donations of breastmilk substitutes, bottles and teats, and standard procedures for handling unsolicited donations, and minimize the risk of formula feeding, procurement management and use of any infant formula and BMS, in accordance with the global recommendations on emergencies	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
6. Indicators, and recording and reporting tools exist to closely monitor and evaluate the emergency response in the context of feeding of infants and young children.	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
9.4) Adequate financial and human resources have been allocated for implementation of the emergency preparedness and response plan on IYCF	YES <input type="checkbox"/> 2	NO <input type="checkbox"/> 0
9.5) Appropriate orientation and training material on infant and young child feeding in emergencies has been integrated into pre-service and in-service training for emergency management and relevant health care personnel.	YES <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0
9.6) Orientation and training is taking place as per the national plan on emergency preparedness and response is aligned with the global recommendations ( at the national and sub-national levels)	Yes <input type="checkbox"/> 0.5	NO <input type="checkbox"/> 0





# Global Strategy implementation in Europe

The World Breastfeeding Trends Initiative (WBTi)

## ARE OUR BABIES OFF TO A HEALTHY START?

The State of Implementation of the *Global Strategy for Infant and Young Child Feeding* in 18 European Countries



Zakarija-Grković et al. *International Breastfeeding Journal* (2020) 15:51  
<https://doi.org/10.1186/s13006-020-00282-z>

International Breastfeeding  
Journal

### RESEARCH

Open Access



## Are our babies off to a healthy start? The state of implementation of the *Global strategy for infant and young child feeding* in Europe

Irena Zakarija-Grković<sup>1\*</sup>, Adriano Cattaneo<sup>2</sup>, Maria Enrica Bettinelli<sup>3</sup>, Claudia Pilato<sup>4</sup>, Charlene Vassallo<sup>5</sup>, Mariella Borg Buontempo<sup>5</sup>, Helen Gray<sup>6</sup>, Clare Meynell<sup>6</sup>, Patricia Wise<sup>7</sup>, Susanna Harutyunyan<sup>8</sup>, Stefanie Rosin<sup>9</sup>, Andrea Hemmelmayr<sup>10</sup>, Daiva Šniukaitė-Adner<sup>11</sup>, Maryse Arendt<sup>12</sup> and Arun Gupta<sup>13</sup>

### Abstract

**Background:** To protect children's right to optimal nutrition, WHO/UNICEF developed a Global Strategy for Infant and Young Child Feeding, endorsed by all 53 WHO/EURO Member States. The World Breastfeeding Trends Initiative (WBTi) is a tool for monitoring implementation of the Global Strategy. It comprises 15 indicators, ten referring to policies and programmes, and five to feeding practices. Each is scored on a scale of 10, giving a total score of 150 for Global Strategy implementation. To date, 18 WHO/EURO Member States – Armenia, Austria, Belgium, Bosnia and Herzegovina, Croatia, France, Georgia, Germany, Italy, Lithuania, North Macedonia, Malta, Moldova, Portugal, Spain, Turkey, Ukraine and United Kingdom – have conducted a WBTi assessment and produced a report.

**Methods:** Between June 2018 and May 2019, all 18 WBTi European reports were carefully read and analysed by a group of national WBTi coordinators. Descriptive data analysis, including inter-country comparisons, was conducted using frequencies and percentages. This paper summarises the findings. The full 88-page report will be published on the WBTi website.

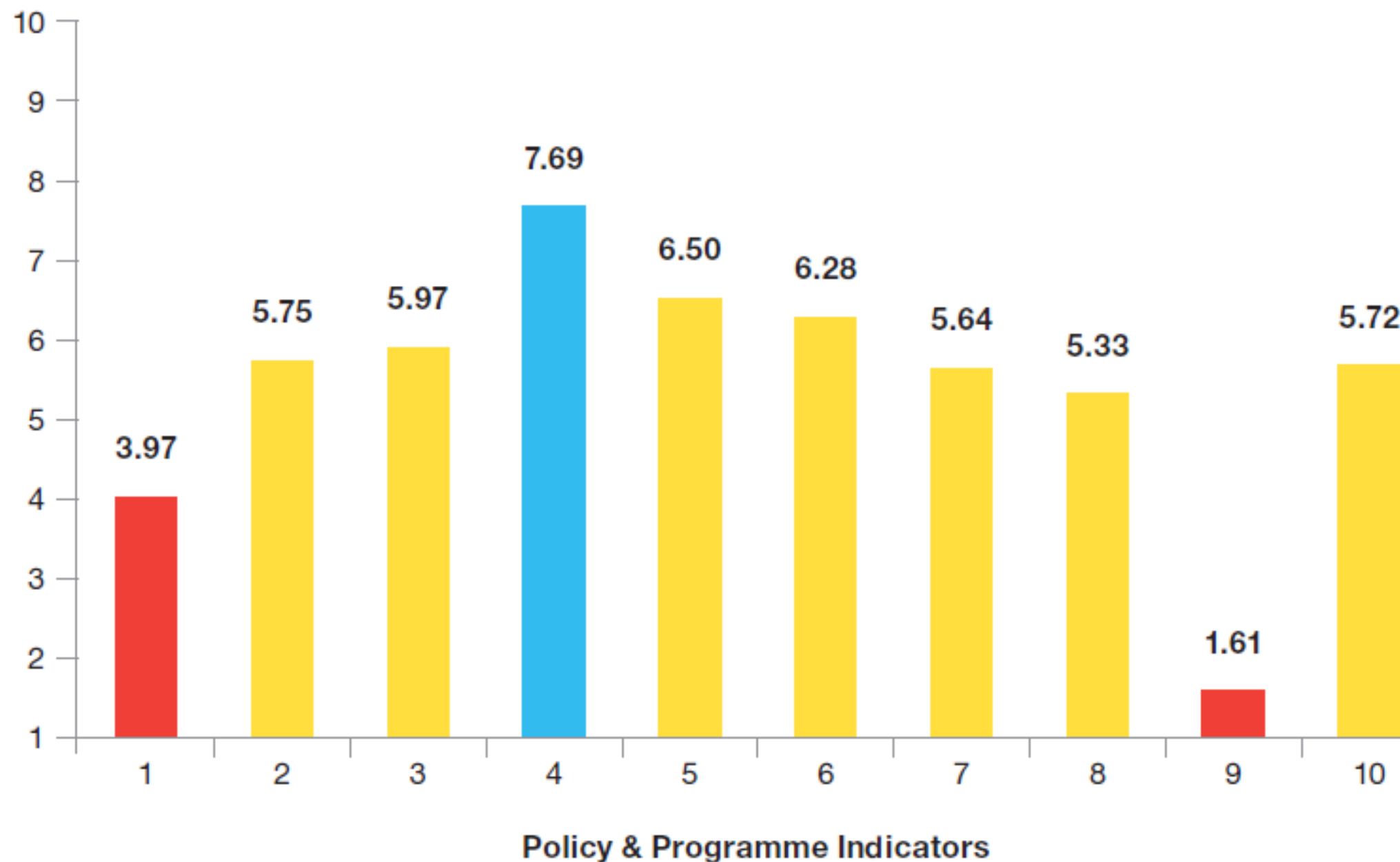
**Results:** Three-quarters of 18 European countries have adequate maternity protection, and two-thirds have breastfeeding initiation rates of 50% or higher. However, 'Preparedness and planning for appropriate and safe Infant and Young Child Feeding (IYCF) in emergencies' is seriously neglected. Breastfeeding duration is far below WHO recommendations, with an average of 8.7 months. Only three European countries have a budget allocated for implementing IYCF policies and plans, and a third currently have no Baby-friendly designated maternity facilities. Bottle feeding is prevalent, despite its inherent risks, monitoring of IYCF practices is inadequate, with most countries not routinely collecting data, and violations of the International Code of Marketing of Breast-milk Substitutes are commonplace.

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

# Global Strategy implementation in Europe

Figure 4:

**Average scores for the 10 IYCF Policy and Programme Indicators.**



1 – National policy, program and coordination  
2 – Baby-friendly Hospital Initiative  
3 – Implementation of the Code  
4 – Maternity protection  
5 – Health and nutrition care systems

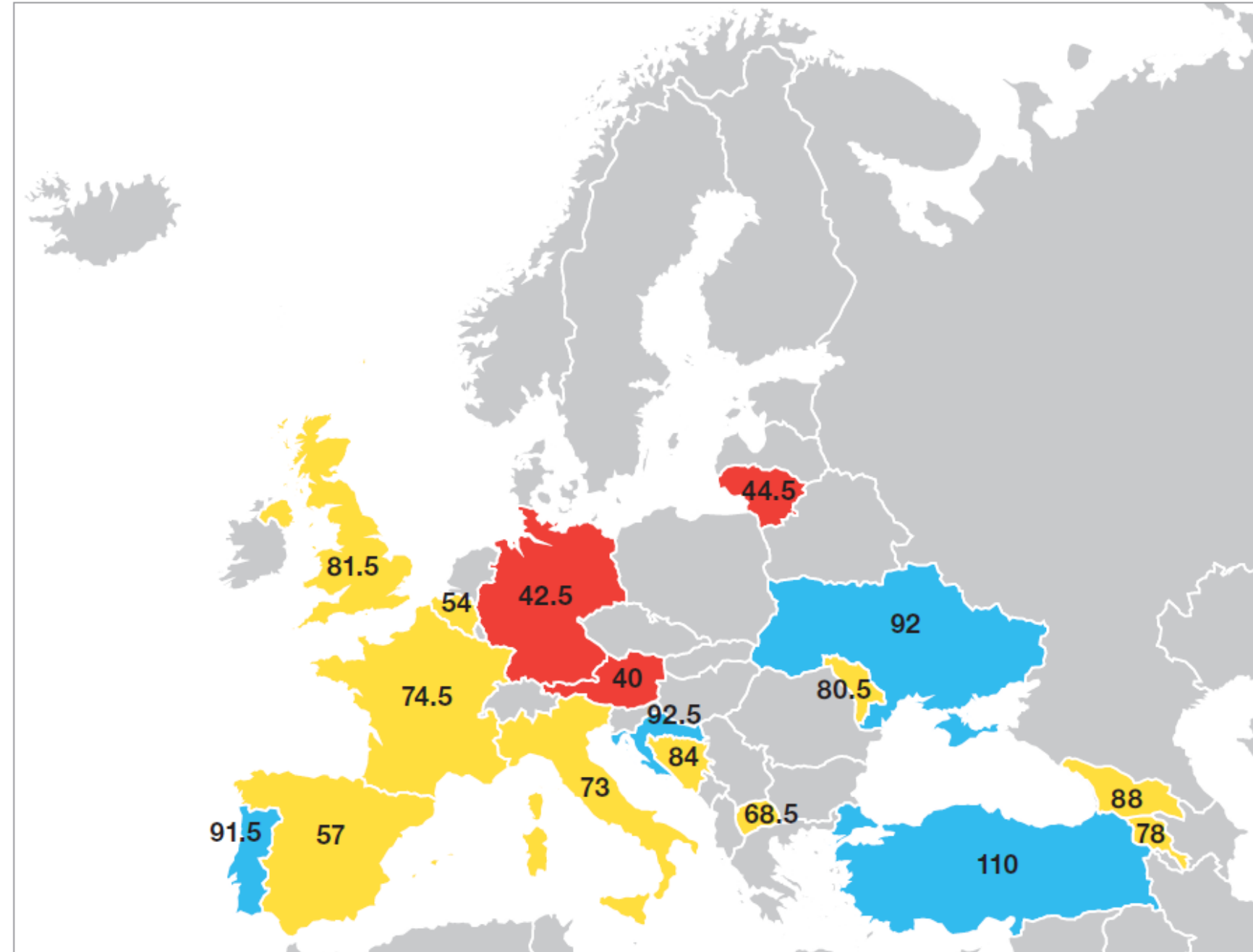
6 – Mother support and community outreach  
7 – Information support  
8 – Infant feeding and HIV  
9 – IYCF-E  
10 – Monitoring and evaluation



# Global Strategy implementation in Europe

Figure 3:

WBTi overall score (Policy and Programme plus Practice indicators), out of a total of 150, in the 18 countries, with respective colour codes.



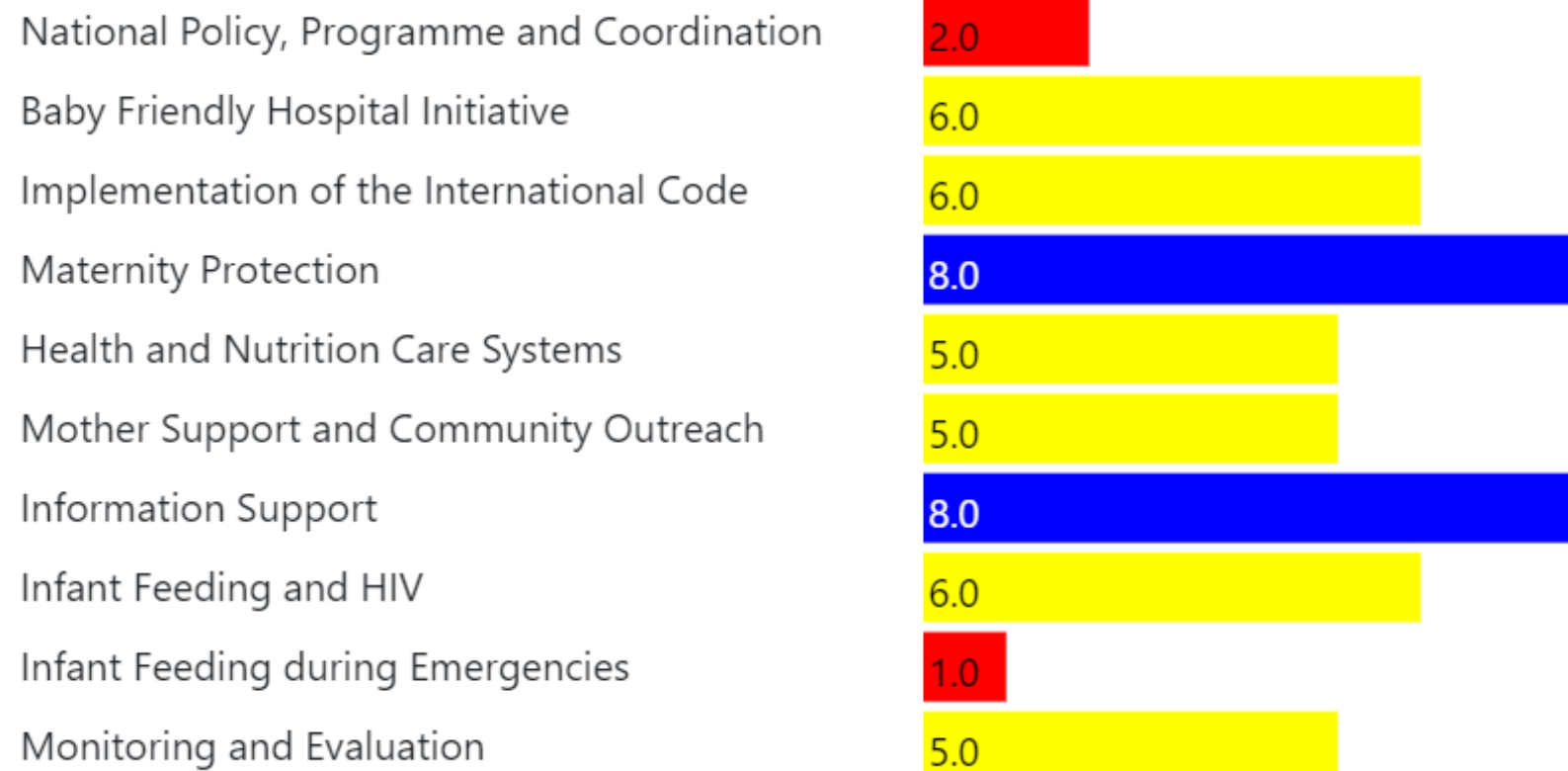




## THE STATE OF INFANT AND YOUNG CHILD FEEDING (IYCF) 2018

### Policies and Programmes (Indicator 1-10)

[score out of 10]



**Total Score (Policy and Programmes) 52.0/100**

### Practice (Indicator 11-15)



# WBTi Italy - Partner List

ACP – Associazione  
Culturale Pediatri

AICPAM – Associazione  
Italiana Consulenti  
Professionali in  
Allattamento Materno

La Leche League Italia

MAMI – Movimento  
Allattamento Materno  
Italiano

IL MELOGRANO Centri  
Informazione  
Maternità e Nascita

MIPPE – Movimento  
Italiano Psicologia  
Perinatale

Creattivamente  
ostetriche

GIFA – Geneva Infant  
Feeding Association  
(Alessia Bigi)

Scuola Universitaria  
Superiore Sant'Anna,  
Pisa (Anna Murante)

Save the Children Italy

Italian Committee for  
UNICEF • UPPA – Un  
Pediatra Per Amico





# WBTi Italy: Plans

## Timeline

- Creation of a group of editors by the end 2022
- First draft by the end of September 2023
- First review by the partners by the end of 2023

### For information

<https://wbti-italy.jimdofree.com/>

mail: [wbti.italy@gmail.com](mailto:wbti.italy@gmail.com)



# WBTi Europe: Aims

- Draw the attention of national and European politicians/policy makers to the **importance of optimal IYCF**;
- Raise awareness among national and European politicians/policy makers of **sub-standard IYCF policies, programmes and practices in Europe**;
- **Highlight gaps** in IYCF policies, programmes and practices, so that national and European politicians/policy makers know where to invest resources;
- **Provide recommendations**, based on best practices in Europe, on how IYCF policies and programmes can be strengthened to improve practices;
- **Motivate** all countries in the European region to take part in WBTi and repeat the evaluation every 3 - 5 years.



# WBTi Europe: A call to action!

## GLOBAL BREASTFEEDING COLLECTIVE

unicef

World Health Organization



1. **Increase funding** to raise breastfeeding rates from birth through two years



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



3. **Enact paid family leave and workplace breastfeeding policies**, building on the International Labour Organization's maternity protection guidelines as a minimum requirement, 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.



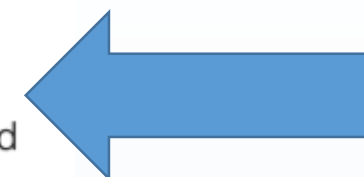
5. **Improve access to skilled breastfeeding counselling** as part of comprehensive breastfeeding policies and programmes in health facilities.



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

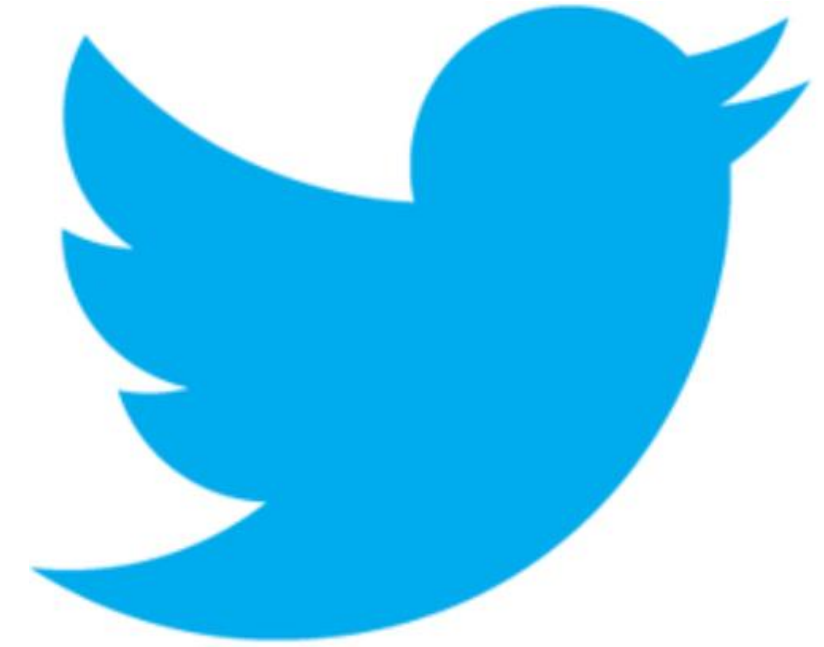


7. **Strengthen monitoring systems that track the progress** of policies, programmes, and funding towards achieving both national and global breastfeeding targets.



# How can you get involved?

- [@WBTiGlobalSec](https://twitter.com/WBTiGlobalSec)
- <https://www.facebook.com/wbtigs2018/>
- [irena.zakarija-grkovic@mefst.hr](mailto:irena.zakarija-grkovic@mefst.hr)





# Save the date!

Registration now open!



University of  
Split  
School of  
Medicine

## 8<sup>th</sup> European ABM Conference

11<sup>th</sup>-13<sup>th</sup> May 2023  
Split, Croatia



ACADEMY OF  
**Breastfeeding  
Medicine**



<https://abm-europe.org/>

**GRAZIE!**

