



JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Task 6.5 Baby-Friendly Community and Health Services

Improving breastfeeding rates, using monitoring and evaluation and reducing social inequalities

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Background

- Non-communicable diseases (NCDs) are responsible for 87% of the disease burden in the Member States (MS)
- Improved health promotion and disease prevention can reduce the prevalence of NCDs by as much as 70%
- UN SDGs: By 2030, reduce by 1/3 premature mortality from NCD through prevention and treatment and promote mental health and well-being
- The Commission supports the MS efforts to reduce the burden of NCDs to reach the UN SDGs



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Aim and objectives of JA PreventNCD

The aim of this JA is to reduce the burden of cancer and other NCDs and common risk factors, both at a personal and societal level, and support MSs by taking a holistic, coordinated approach to prevention

The **specific objectives** are to:

- improve joint capacities of MSs to plan and implement prevention policies and activities both at a national, regional, and local level
- improve data and the monitoring system
- contribute to reduced social inequalities
- engage with and support key actors, including decision makers at all levels of government, civil society organizations, professionals, and the general population



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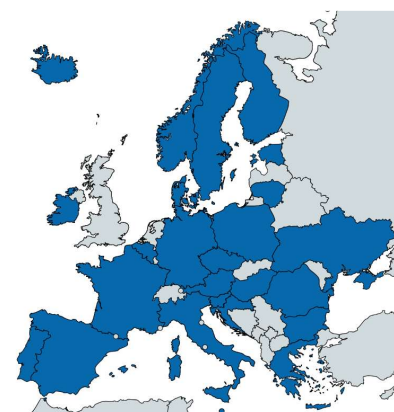
Duration: January 2024 - December 2027

Project Lead: The Norwegian Directorate of Health and the Norwegian Institute of Public Health

Number of beneficiaries: 25

Total budget: € 95.5 mill.; **EC contribution:** € 76.5 mill.

Beneficiaries: Public health authorities such as directorates of health and ministries, public health institutes and universities. In addition, > 75 affiliated entities and associated partners



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WHA (2023) A Best Bye to tackle noncommunicable diseases:



Protection, promotion
and support of optimal
breastfeeding practices

Moro ways, to save more lives, for less money: World Health Assembly (2023) adopts more Best Buys to tackle noncommunicable diseases



Task 6.5: Italy, Greece, Spain, Slovenia, Ukraine, Lithuania; Norway



Madonna Litta
Leonardo da Vinci c. 1490

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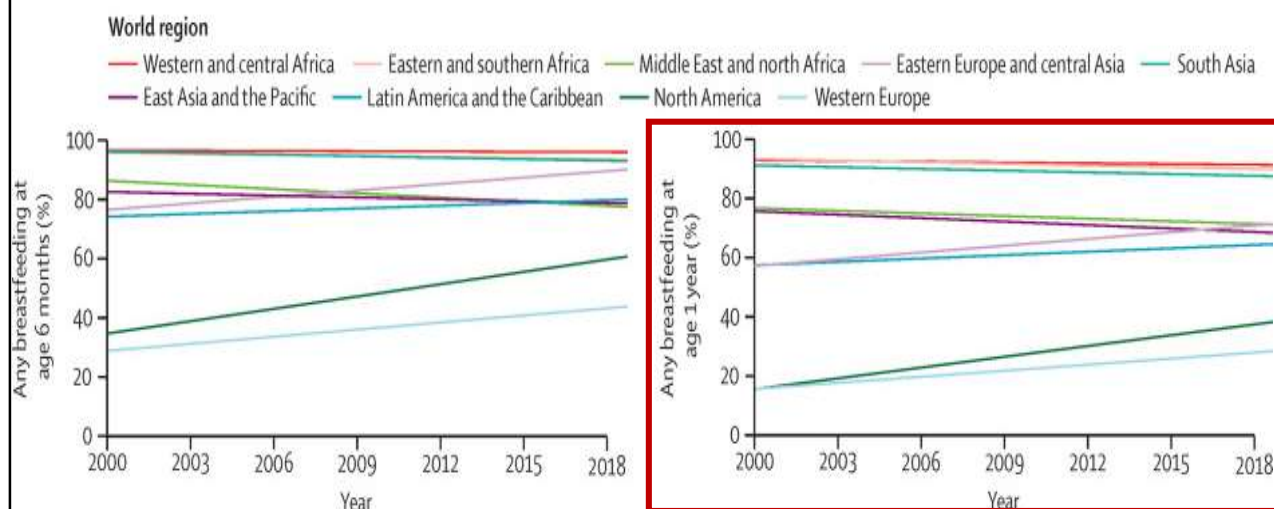
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Breastfeeding trends in Europe and other regions



Neves et al. The Lancet 2021

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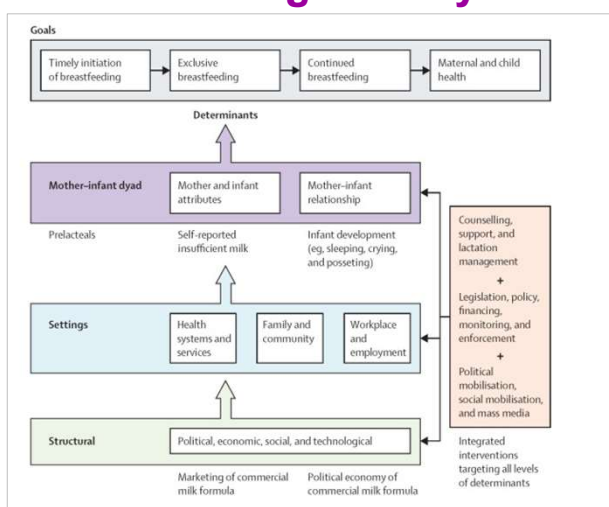


WP6 – Task 6.5

Baby-Friendly Community and Health Services (BFC&HS)



Create a Breastfeeding-friendly environment in all settings



Co-funded by the European Union Rafael Pérez-Escamilla, 2023 Lancet Breastfeeding Series framework



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2025 Action Plan for Non-Communicable Diseases



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EU Best Practice for the prevention of NCDs (2022): The Baby-Friendly Community Health services

- strengthening breastfeeding support after hospital discharge

Documented effectiveness

Possible replicability to other settings

Sustainability

Ethically soundness, relevance, stakeholder participation

Cost-effectiveness



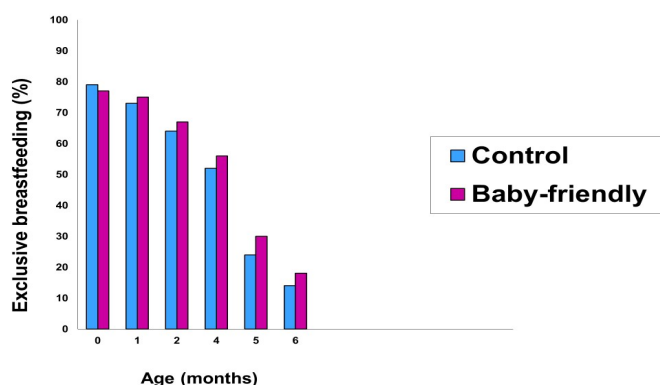
Stepien et al. European public health best practice portal – process and criteria for best practice assessment. Arch Pub Health (2022)

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The Baby-Friendly Community Health Services increased exclusive breastfeeding

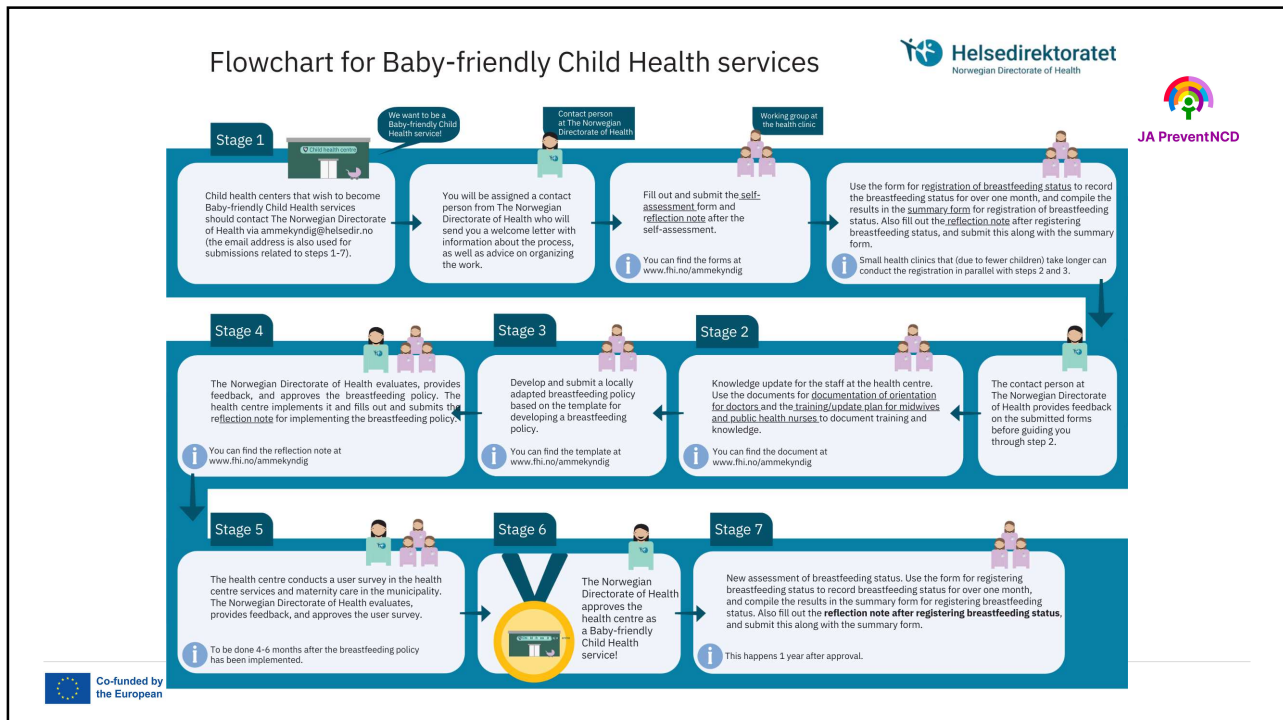


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Bærug et al. Effectiveness of *Baby-friendly community health services* on exclusive breastfeeding and maternal satisfaction: a pragmatic trial. Maternal & Child Nutrition 2016; 12: 428-39.

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WP6 – Task 6.5

Baby-Friendly Community and Health Services (BFC&HS)

Specific objective → to implement the Best Practice (BP) “*Baby-friendly community health services*” and pilot action in new settings (BFC&HS), **to improve breastfeeding rates** as a contribution to reducing the incidence of cancer and other NCDs later in life, starting from the first 1000 days of life (pregnancy to 0-2 years), with a focus on social and health inequalities.

Target groups:

- Pregnant women, partners, mothers, fathers, babies and young children, families
- Health, social and educational professionals
- School and university students
- Emergency coordination teams and volunteers
- NGOs

Settings of implementation:

- counties, municipalities, neighborhoods
- educational settings (day care, kindergartens and schools; university/college)
- workplace
- health and social services
- digital environment

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Social inequalities in breastfeeding



Breastfeeding contributes to reduced social inequality

Bjerregaard et al. Public Health 2024
 Victora et al. Lancet Glob Health 2015
 Sacker et al. Arch Dis Child 2013

*«If we change the beginning of
the story, we can change the
whole story»*

Dimitri Christakis



Font: World Health Organization, United Nations Children's Fund, World Bank Group. **Nurturing care for early childhood development: A framework for helping children survive and thrive to transform health and human potential.** World Health Organization; 2018.

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Grazie! Takk! Thank you!



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