

# Theory, Impact, Pathways and Application of the BBF Policy toolbox

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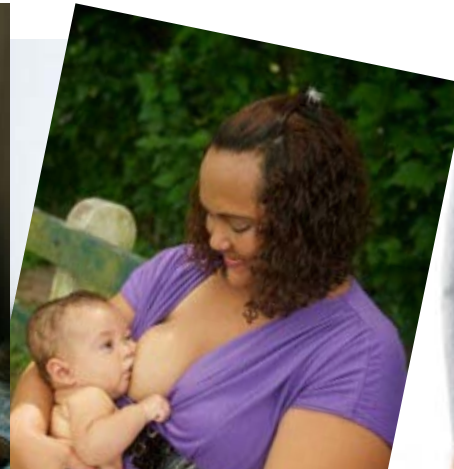
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# Breastfeeding is an incredibly cost-effective preventive measure to improve maternal-child health & development

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



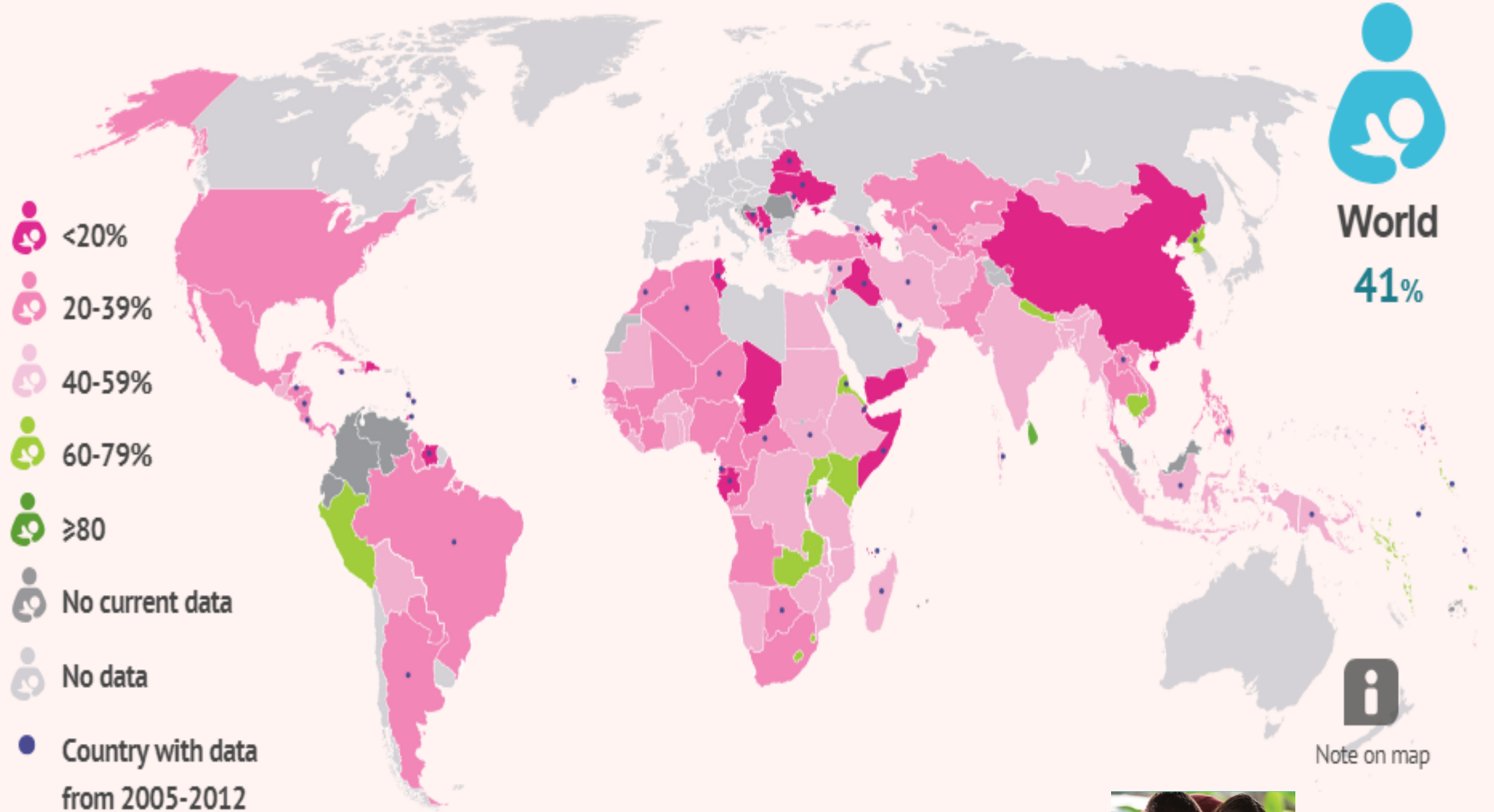
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**ESTIMATED COSTS ASSOCIATED WITH NOT BREASTFEEDING AMOUNT TO**  
**\$300** BILLION ANNUALLY   
The Lancet Breastfeeding Series

The Lancet breastfeeding series

# Exclusive breastfeeding rate, by country, 2018

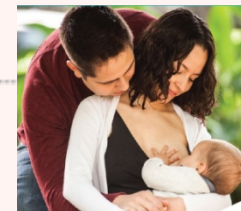


## Exclusive breastfeeding rate, by UNICEF region, 2018

<https://data.unicef.org/topic/nutrition/infant-and-young-child-feeding/>

Eastern and Southern Africa

South Asia



# Why do EBF rates continue to be low globally?

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**AN** *Advances in Nutrition* An International Review Journal

## **Scaling Up of Breastfeeding Promotion Programs in Low- and Middle-Income Countries: the “Breastfeeding Gear” Model<sup>1,2</sup>**

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

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-Escamilla<sup>1</sup>  | Amber J. Hromi-Fiedler<sup>1</sup> | Muriel Bauermann Gubert<sup>2</sup> |  
Katie Doucet<sup>1</sup> | Sara Meyers<sup>3</sup> | Gabriela dos Santos Buccini<sup>1</sup>

Matern Child Nutr. 2018;e12596.



# BBFI based on Breastfeeding Gear Model

*The Breastfeeding Gear Model (BFGM)<sup>a</sup>: 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

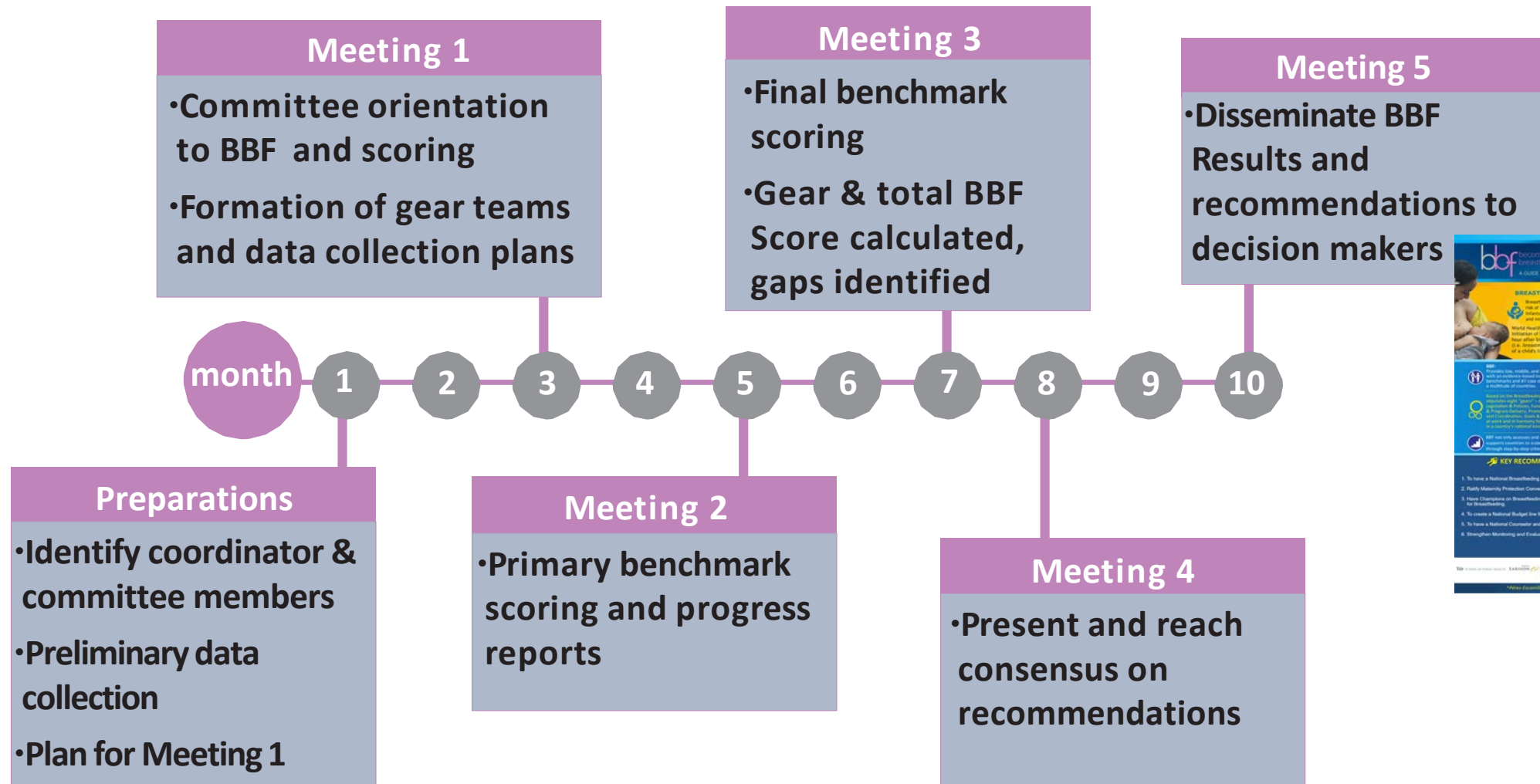
WILEY | Maternal & Child Nutrition

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

Amber J. Hromi-Fiedler<sup>1</sup>  | Gabriela dos Santos Buccini<sup>1</sup> | Muriel Bauermann Gubert<sup>2</sup> |  
Katie Doucet<sup>1</sup> | Rafael Pérez-Escamilla<sup>1</sup> 

*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, MPH<sup>1</sup>, Gabriela Buccini, PhD, MPH, IBCLC<sup>1</sup>, Isabel Ferré, MPH<sup>2</sup>, Teresita González de Cosío, PhD, MS<sup>2</sup>, and Rafael Pérez-Escamilla, PhD, MS<sup>1</sup>

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## ORIGINAL RESEARCH

*Curr Dev Nutr* 2019;3:nzz078

Implementation Science

## Scaling Up Breastfeeding in Myanmar through the Becoming Breastfeeding Friendly Initiative

May Khin Than,<sup>1</sup> Soe Nyi Nyi,<sup>2</sup> Lwin Mar Hlaing,<sup>1</sup> Swe Le Mar,<sup>1</sup> Theingi Thwin,<sup>3</sup> Jennifer Cashin,<sup>4</sup> Rafael Pérez-Escamilla <sup>5</sup>, and Cassandra L Harding <sup>5</sup>

## ORIGINAL ARTICLE

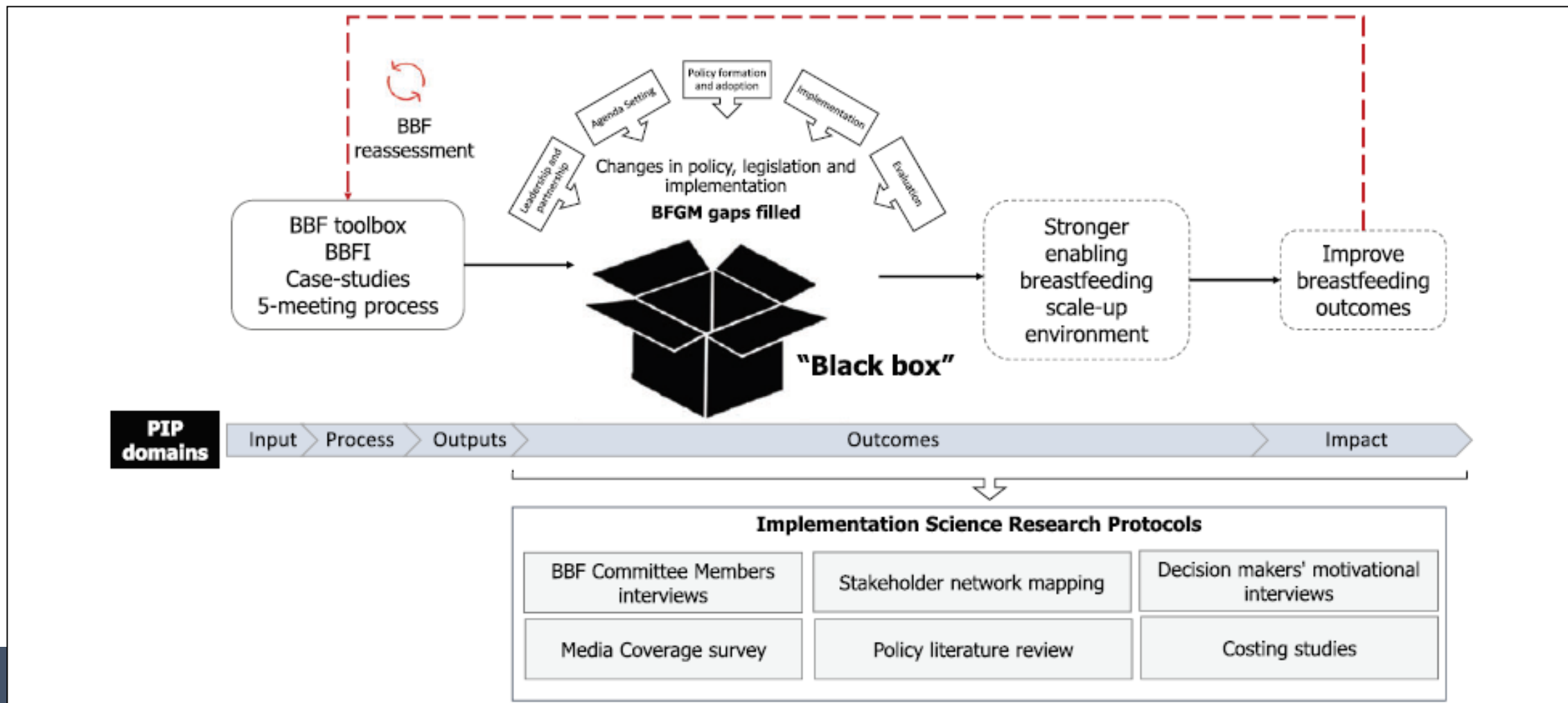
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## Factors influencing the implementation of the Becoming Breastfeeding Friendly initiative in Ghana

Grace Carroll<sup>1</sup> | Afua Atuobi-Yeboah<sup>2</sup> | Amber Hromi-Fiedler<sup>1</sup> | Richmond Aryeetey<sup>2</sup> | Cara Safon<sup>1</sup> | Rafael Pérez-Escamilla<sup>1</sup>

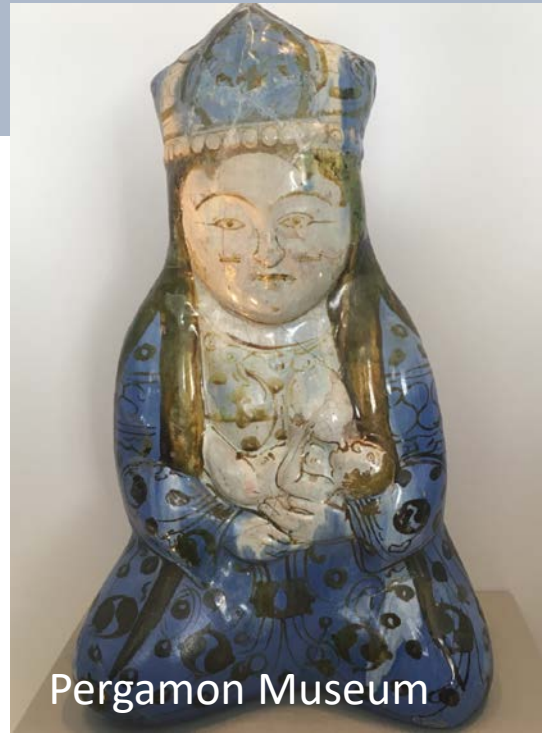
# How does “Becoming Breastfeeding Friendly” work? A Programme Impact Pathways Analysis

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



# Thank you!

[www.BBF.yale.edu](http://www.BBF.yale.edu)



Pergamon Museum



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