Becoming Breastfeeding Friendly: Targets and Strengths in the International Perspective

Professor Rafael Pérez-Escamilla, PhD
Yale School of Public Health, USA

Berlin, Germany, June 5, 2019

Funded by the Family Larsson-Rosenquist Foundation
Breastfeeding Advantages

<table>
<thead>
<tr>
<th>Child</th>
<th>Mom</th>
</tr>
</thead>
<tbody>
<tr>
<td>nutrition</td>
<td>fertility</td>
</tr>
<tr>
<td>immunity</td>
<td>pp hemorrhaging</td>
</tr>
<tr>
<td>GI infections (including NEC)</td>
<td>breast &amp; ovarian cancer</td>
</tr>
<tr>
<td>respiratory infections</td>
<td>hypertension, type 2 diabetes,</td>
</tr>
<tr>
<td>otitis media</td>
<td>CVD</td>
</tr>
<tr>
<td>leukemia</td>
<td></td>
</tr>
<tr>
<td>obesity</td>
<td></td>
</tr>
<tr>
<td>IQ</td>
<td></td>
</tr>
</tbody>
</table>

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

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
Exclusive breastfeeding rate, by country, 2018
Among infants < 6 months

Why do EBF rates continue to be low globally?

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


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

- World BF Week
- Baby Friendly Hospital
- Community BF support
- IBFAN
- WABA
- Coordination
- Goals & Monitoring
- Advocacy
- Political Will
- Legislation & Policies
- Resources
- Promotion
- Training & Delivery
- Research & Evaluation

- Maternity Leave
- Work Day Breaks
- WHO Code

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

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

Rafael Pérez-Escamilla\textsuperscript{1} | Amber J. Hromi-Fiedler\textsuperscript{1} | Muriel Bauermann Gubert\textsuperscript{2} | Katie Doucet\textsuperscript{1} | Sara Meyers\textsuperscript{3} | Gabriela dos Santos Buccini\textsuperscript{1}

Matern Child Nutr. 2018;e12596.
The Breastfeeding Gear Model (BFGM)\textsuperscript{a}: The foundation for BBF

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

\textsuperscript{a}Pérez-Escamilla et al. Adv Nutr 2012
BBFI Scoring

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

Consensus must be reached on each benchmark score before recording
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
BBF process

Meeting 1
- Committee orientation to BBF and scoring
- Formation of gear teams and data collection plans

Meeting 2
- Primary benchmark scoring and progress reports

Meeting 3
- Final benchmark scoring
- Gear & total BBF Score calculated, gaps identified

Meeting 4
- Present and reach consensus on recommendations

Meeting 5
- Disseminate BBF Results and recommendations to decision makers

Preparations
- Identify coordinator & committee members
- Preliminary data collection
- Plan for Meeting 1

Month
1 2 3 4 5 6 7 8 9 10
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\textsuperscript{1}, Gabriela Buccini, PhD, MPH, IBCLC\textsuperscript{1}, Isabel Ferré, MPH\textsuperscript{2}, Teresita González de Cosío, PhD, MS\textsuperscript{2}, and Rafael Pérez-Escamilla, PhD, MS\textsuperscript{1}

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

Grace Carroll\textsuperscript{1} | Afua Atuobi-Yeboah\textsuperscript{2} | Amber Hromi-Fiedler\textsuperscript{1} | Richmond Aryeetey\textsuperscript{2} | Cara Safon\textsuperscript{1} | Rafael Pérez-Escamilla\textsuperscript{1}

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

BBF leading to improved intersectoral coordination—Myanmar

MOHS takes steps to boost breastfeeding rate

- Formation of a National Infant and Young Child Feeding Alliance

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/
BBF translation of policy into action – Mexico

▸ 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)

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
Thank you!

www.BBF.yale.edu

Rafael.perez-escamilla@yale.edu