

Promotion Gear Scoring Table

*All benchmarks refer to “Within the past year” unless otherwise specified.

Benchmark Reference	Benchmarks	Benchmark Scoring				Score
		0 Not done	1 Minimal progress	2 Partial progress	3 Major progress	
PG1	There is a national breastfeeding promotion strategy that is grounded in the country’s context.	There is no national breastfeeding promotion strategy.	There is a national breastfeeding promotion strategy but it is not grounded in the country’s context nor is it time bound.	There is a national breastfeeding promotion strategy that is grounded in the country’s context but it is not time bound.	There is a national breastfeeding promotion strategy that is grounded in the country’s context and is time bound.	
PG2	The national breastfeeding promotion strategy is implemented.	There is no national breastfeeding promotion strategy or, if there is, the national breastfeeding promotion strategy is not being implemented.	The national breastfeeding promotion strategy is being implemented but its effectiveness is unknown or has limited coverage (i.e. local coverage only).	The national breastfeeding promotion strategy is being implemented and it is effective but has partial coverage (i.e. subnational and local coverage only).	The national breastfeeding promotion strategy is being implemented, and it is effective and has high coverage (i.e. national, subnational, and local coverage).	
PG3	Government or civic organizations have raised awareness about breastfeeding.	Government or civic organizations actions have not raised awareness about breastfeeding.	Government or civic organizations actions have raised minimal awareness about breastfeeding (i.e. reaching local level only).	Government or civic organizations actions have raised some awareness about breastfeeding (i.e. reaching local, subnational levels).	Government or civic organizations actions have raised strong awareness about breastfeeding (i.e. reaching local, subnational, and national levels).	