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

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becoming breastfeeding friendly
A GUIDE TO GLOBAL SCALE-UP

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SUN meeting, Kathmandu, Nepal
November 6, 2019
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
Why do EBF rates continue to be low globally?

Scaling Up of Breastfeeding Promotion Programs in Low- and Middle-Income Countries: the “Breastfeeding Gear” Model¹,²

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
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-Escamilla¹ | Amber J. Hromi-Fiedler¹ | Muriel Bauermann Gubert² | Katie Doucet¹ | Sara Meyers³ | Gabriela dos Santos Buccini¹

Matern Child Nutr. 2018;e12596.
BBFI based on Breastfeeding Gear Model

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

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.
Original Article

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

Matern Child Nutr. 2018;e12659.
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, MPH1, Gabriela Buccini, PhD, MPH, IBCLC1, Isabel Ferré, MPH2, Teresita González de Cosio, PhD, MS2, and Rafael Pérez-Escamilla, PhD, MS1

Scaling Up Breastfeeding in Myanmar through the Becoming Breastfeeding Friendly Initiative

May Khin Than,1 Soe Nyi Nyi,2 Lwin Mar Hlaing,1 Swe Le Mar,1 Theingi Thwin,3 Jennifer Cashin,4 Rafael Pérez-Escamilla1,5 and Kassandra L Harding1,5

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

Grace Carroll1 | Afua Atuobi-Yeboah2 | Amber Hromi-Fiedler1 | Richmond Areyetey2 | Cara Safon1 | Rafael Pérez-Escamilla1

Curr Dev Nutr 2019;3:nzz078
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.