

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

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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



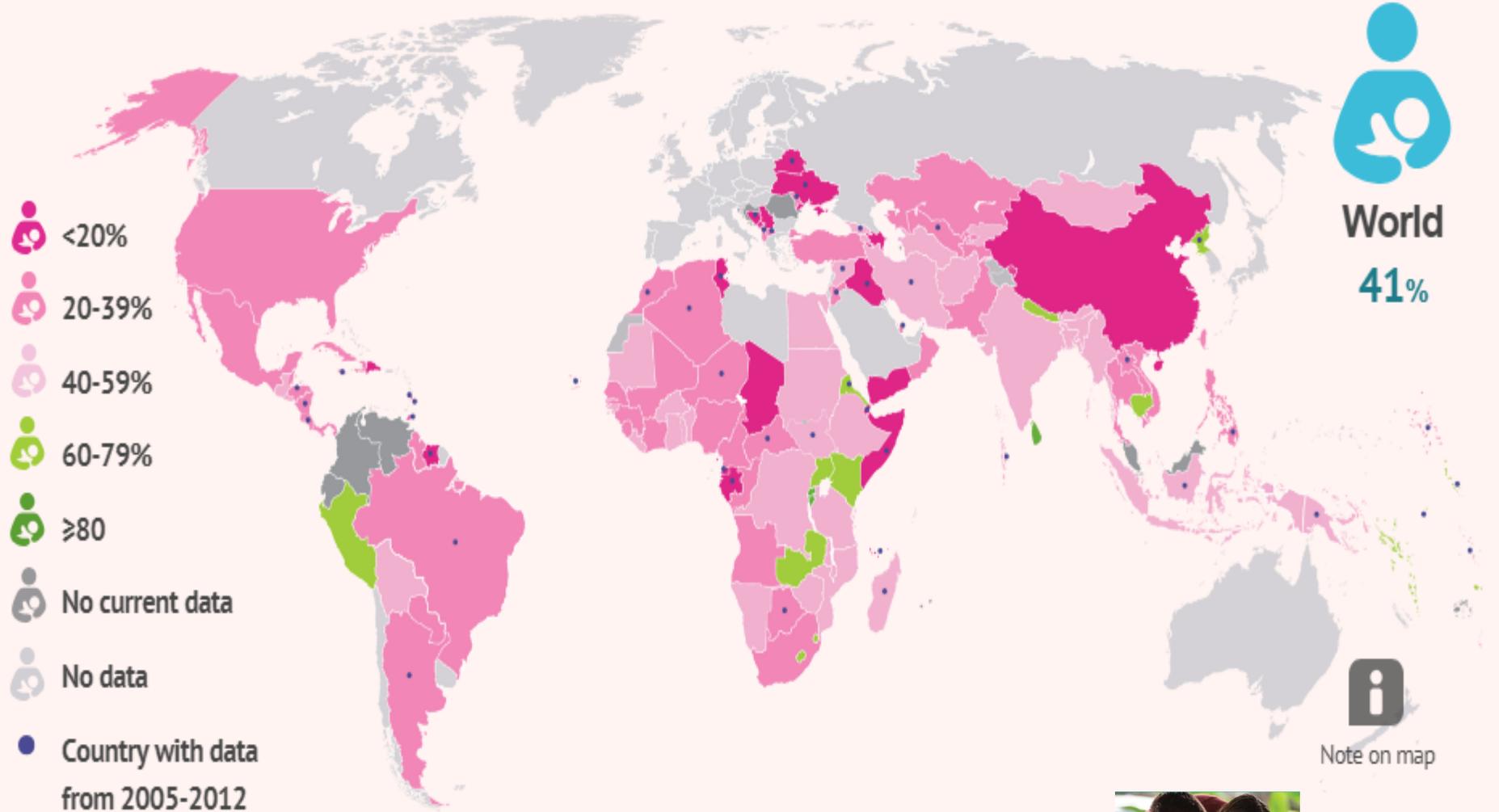
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ESTIMATED COSTS ASSOCIATED WITH NOT BREASTFEEDING AMOUNT TO
\$300 BILLION ANNUALLY 
The Lancet Breastfeeding Series

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?

AN *Advances in Nutrition* An International Review Journal

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

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-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)^a: 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

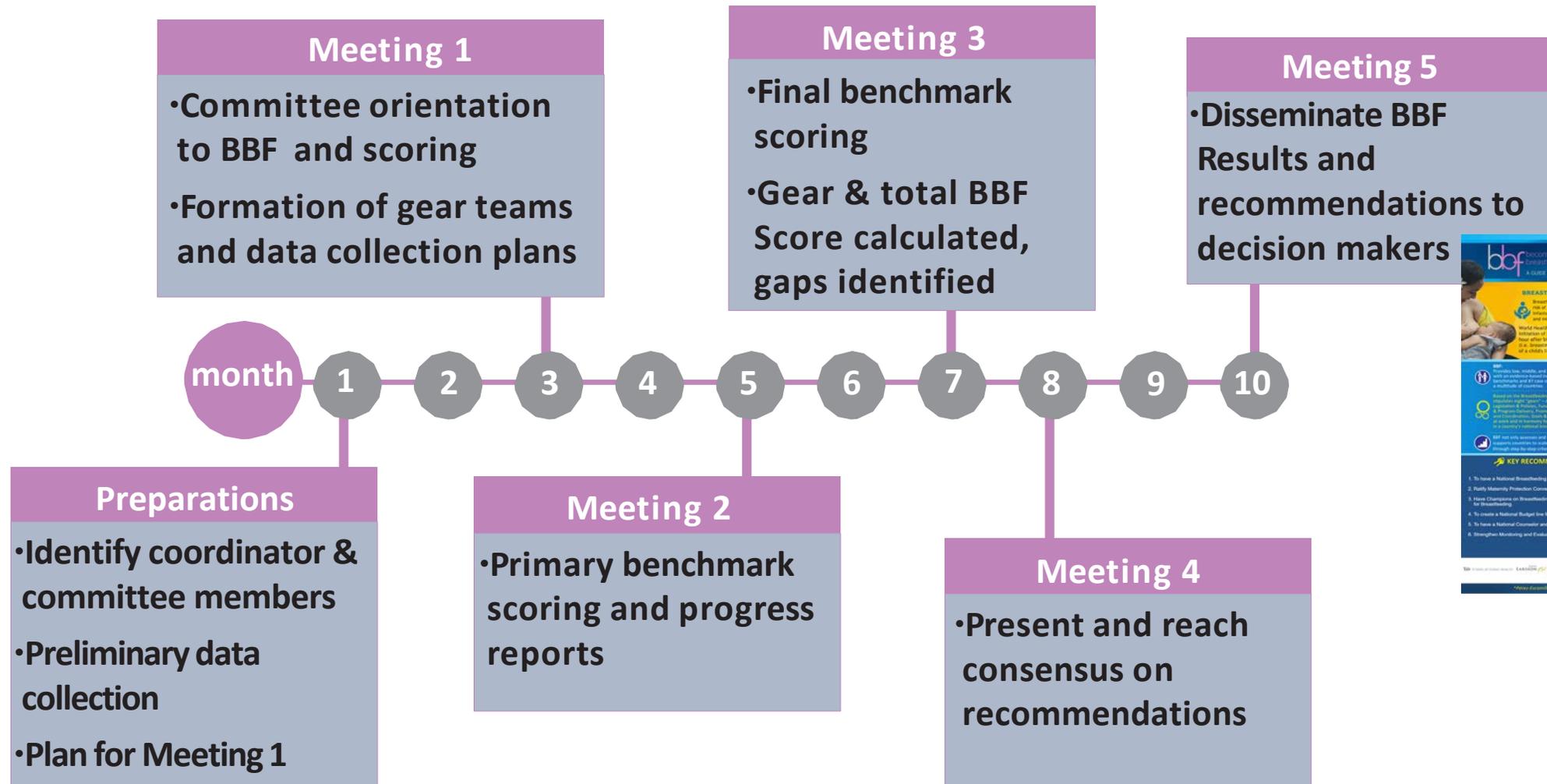
Maternal & Child Nutrition

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

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

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, MPH¹, Gabriela Buccini, PhD, MPH, IBCLC¹, Isabel Ferré, MPH², Teresita González de Cosío, PhD, MS², and Rafael Pérez-Escamilla, PhD, MS¹

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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,¹ Soe Nyi Nyi,² Lwin Mar Hlaing,¹ Swe Le Mar,¹ Theingi Thwin,³ Jennifer Cashin,⁴ Rafael Pérez-Escamilla ⁵, and Cassandra L Harding ⁵

ORIGINAL ARTICLE

WILEY | Maternal & Child Nutrition

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

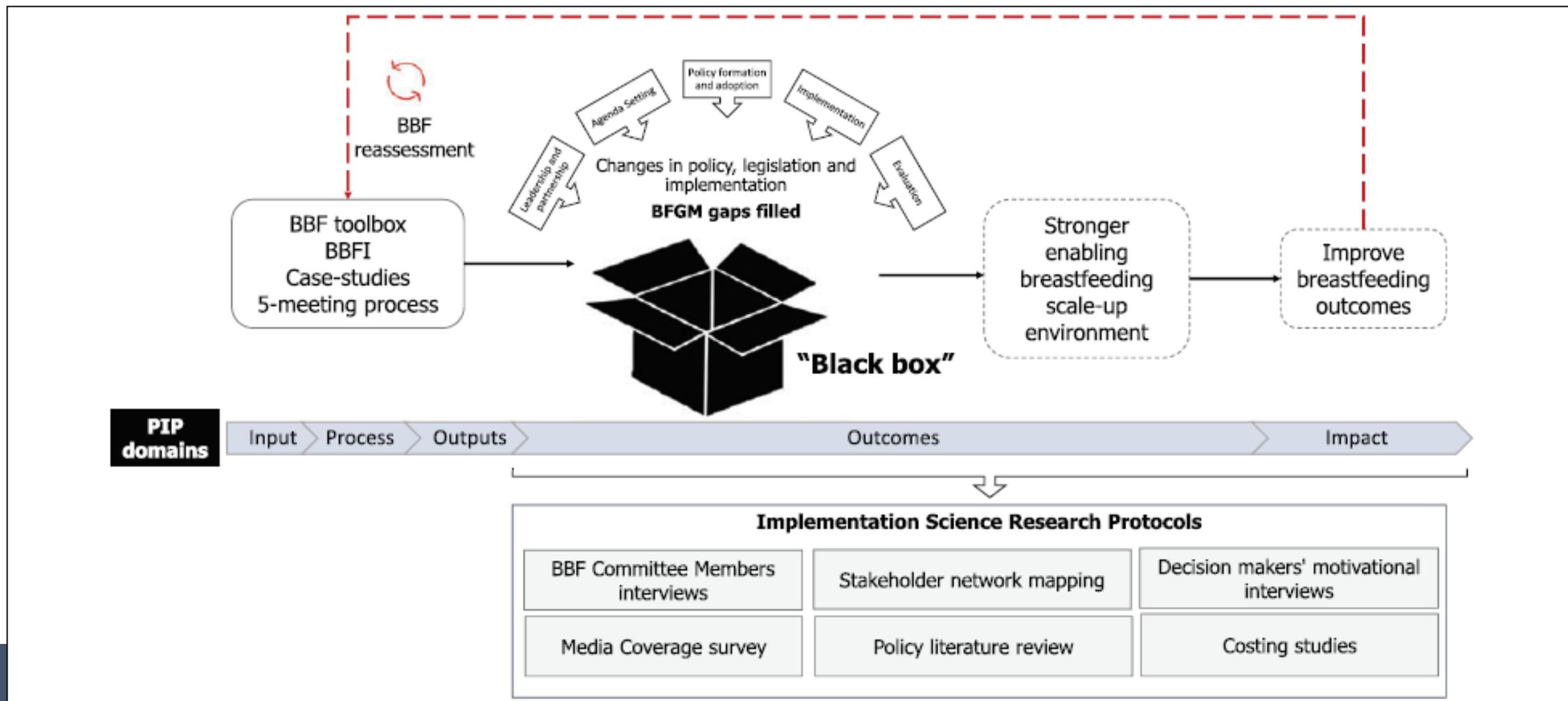
Grace Carroll¹ | Afua Atuobi-Yeboah² | Amber Hromi-Fiedler¹ | Richmond Aryeetey² | Cara Safon¹ | Rafael Pérez-Escamilla¹

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!

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