

Summary Report of the World Breastfeeding Costing Initiative (WBCi) launch in 20 countries

Background

World Breastfeeding Costing Initiative (WBCi) comprises of two components- an advocacy document "*The Need to Invest in Babies*" that gives the rationale behind the need to invest in breastfeeding, what interventions to invest in as a priority, and an estimate of the global costs of universalizing the enabling environment where women can successfully breastfeed optimally and second the financial planning tool which is excel based, flexible, user friendly and helps to generate annual as well as multiyear estimates for IYCF.

Breastfeeding saves lives of infants and young children, reduces malnutrition, promotes health and development, and ensures a healthier life to the growing child. According to UNICEF, of the 135 million babies born every year globally, almost 83 million are not enabled to follow optimal breastfeeding practices. Breastfeeding reduces diarrhoea, pneumonia, and newborn disease and deaths. Breastfeeding also contributes to the reduction of diabetes, cancer, hypertension and other non communicable diseases in adulthood. Yet, breastfeeding is amongst the most under-funded nutrition interventions in the world. The key is to invest in implementing the Global Strategy for Infant and Young Child Feeding in its entirety.

The Initiative was developed in response to the primary challenge of lack of adequate resources and plans faced by countries in implementing the *Global Strategy*, as identified by the World Breastfeeding Trends Initiative. The development of the Financial Planning and Budgeting Tool was funded by DFID and AusAID through the SAFANSI Trust, managed by World Bank.

WBCi financial tool will assist planners, MCH/nutrition coordinators, public health practitioners, and finance personnel in developing budget. It is intended for programme managers and partners to initiate advocacy with national govt. and donors. The tool takes into consideration all the possible activities like capacity building, research, social mobilization, conferences/seminar/workshop/forum, campaigns etc.

The Need to Invest in Babies was launched in over eight countries in December 2013.

On 21st May 2014, at the World Health Assembly in Geneva, IBFAN, in partnership with WHO and the Ministry of Public Health, Afghanistan, launched the Financial Planning and Budgeting to help countries implement the *Global Strategy for Infants and Young Child Feeding*. The launch was attended by over 80 participants from several countries and included representatives of both governments and civil society organizations.

Objectives

WBCi Tool developed under the project needs dissemination to various countries. Under the SAFANSI project, we intend to disseminate or launch the WBCi tool in 20 countries namely Palau, Federated States of Micronesia, Marshall Islands, Chile, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua, Dominican Republic, Venezuela, Bangladesh, Afghanistan, Maldives, Nepal, Philippines, Brazil, MALAYSIA, Cairo, Oman.

Process

Organize an event/press conference for governments, media and stakeholders. Compile a press kit (WBCi tool kit + Advocacy Package in USB/CD). Issue a press release in local language and address the media. Document the event and generate a report with photographs and media coverage and send the report to IBFAN Asia RCO.

Brazil: Every 2 years IBFAN Brazil organizes a National Breastfeeding Conference – ENAM - supported by the Ministry of Health and various public institutions, academic and research bodies, public interest organizations and some funders that do not include any infant feeding or related products company, nor any other that might represent or create a conflict of interest or that promote the involvement of commercial actors in the definition of public policies. ENAM gathered this year almost 3000 participants from all regions of Brazil, mostly health professionals, scientists, researches and professors' that presented their publications, studies, posters, etc. The WBCi tool, why BPNI-IBFAN with support of World Bank decided to develop the costing tool, how it is used, and some initial results from 8 LAC countries was presented at the conference. <http://ibfan.org/wbci/WBti-and-WBCi-report.pdf>

Malaysia: Launched on 23 December 2014 in conjunction with the training of health workers and professionals – WHO/UNICEF Breastfeeding Counselling : A Training Course from 18 – 22 December 2014. The objective was to gather more people to know and have a better impact on the WBCi tool. This was attended mainly by the course participants from 4 regional countries (Malaysia, Myanmar, Indonesia and Philippines) including health staffs from the military hospitals and MCH clinics in Kuala Lumpur and surrounding area and about 150 invited guests, speakers, course participants, health staffs from hospitals and MCH clinics and medical students from the National Defence University Malaysia. <http://ibfan.org/wbci/Malaysia-WBCi-launch.pdf>

Cairo: The World Breastfeeding Costing Initiative (WBCi) was launched at Cairo during the training workshop on World Breastfeeding Trends Initiative (WBTi) & World Breastfeeding Costing Initiative (WBCi) was held at Cairo, Egypt from 19-21 September, 2014 wherein twenty one participants from 12 Arab countries took part. <http://ibfan.org/wbci/Cairo-launch-WBCi.pdf>

Oman: 20 participants from the Nutrition department (four Dietician, two Doctors, one health educator) and one from finance, and one from statistic department and ten from Administration department were introduced to WBCi at Ministry of Health. <http://ibfan.org/wbci/Launch-of-WBC-Oman.pdf>

Phiippines: WBCi was launched at the House of Representatives/Congress and Media on 17th December 2014. The lawmakers were awed at the WBTi and WBCi tools. The economics bespeaks and that is always tied up with the lawmakers search for resources on how laws can be implemented. <http://ibfan.org/wbci/WBCi-WBTi-Report-2014.pdf>

Palau, Federated States of Micronesia, & Marshall Islands: Micronesia launch of WBCi at Koror Palau on October 9, 2014 by Minister Ngirmang on behalf of the President and the Government of Palau. It was attended by 43 participants from the region, Ministry of Health, Palau National Congress, community representatives, and IBFAN Asia team. <http://ibfan.org/wbci/WBCi-launch-report-Palau.pdf>

Maldives: Maldives (Addu City) launched the World Breastfeeding Costing Initiative (WBCi) as a financial tool to help health workers plan strategies on infant and young child feeding during world breastfeeding week 2014. It brought together 28 participants from all the four islands- Hithadhoo, Maradhoo, Maradhoo Feydhoo and Feydhoo and 12 health workers attended the practical session on WBCi. <http://ibfan.org/wbci/WBCi-launch-report-Maldives.pdf>

Bangladesh: A training workshop on WBCi financial tool was held with the theme: “Workshop on WBCi financial Tool for strengthens IYCF capacity in south Asian regions” on 19th October, 2014 at Institute of Public Health, Mohakhali, Dhaka. About 62 participants were participated from 38 organizations were present for the training workshop. http://ibfan.org/wbci/Training-workshop-on-wbci_13-11-14.pdf

Afghanistan: The training on use and practice of WBCi was conducted for Ministry of Public Health staff and health and nutrition implementing partners. The training on WBCi was held on 5th January 2014 in Kabul, Afghanistan. There were 41 participants from Ministries, technical staff, UN Agencies

(UNICEF, WHO, WFP, FAO), health and nutrition implementing NGOs and health and management staff. <http://ibfan.org/wbci/WBCi-Training-report-Afghanistan.pdf>

Nepal: Nepal Breast Feeding Promotion Forum (NEBROF) organized a half day workshop on “WBCi : The financial planning tool” at Kathmandu, Nepal on 5th August 2014. It brought together 16 participants working in the various sectors related to childhood nutrition in Nepal. The participants included government officials, Nepal Paediatric society representatives, Paediatricians, Nurses and representatives of civil society organizations from Nepal. <http://ibfan.org/wbci/Workshop-on-WBCi-The%20financial%20planning%20tool-report.pdf>

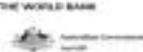
LAC Region: IBFAN LAC Regional Meeting entitled "IBFAN Challenges in the New Era" was held in Lima, Peru, from August 14th to 18th, 2014. 28 participants attended to the meeting, most of them from regional coordination teams of 15 countries in the region: Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Honduras, Mexico, Ecuador, Nicaragua, Puerto Rico, Dominican Republic, Uruguay and Venezuela, which included an agenda on training workshop on the tool "World Breastfeeding Costing Initiative" (WBCi). Once the workshop concluded, eight countries namely Chile, Costa Rica, Ecuador, Guatemala, Honduras, Nicaragua, Dominican Republic, Venezuela committed to start implementing the tool during 2014 in their corresponding countries and submit the report to regional coordinating office. <http://ibfan.org/wbci/LAC-8-Country-WBCi-report.pdf>

Key Achievements

- Involvement of high level government officials in using tools
- It involved national commissions on breastfeeding in latin american region
- Drew attention of ministers and legislators
- It brought to highlight key issues like maternity protection at places apart from costing and budgeting breastfeeding.
- It opened up media dialogues.
- It improved participants planning and budgeting skills, made them think it is simpler to work and could be helpful in raising funds
- It improved thinking that it can motivate policy makers towards resource allocations

THE NEED TO INVEST IN BABIES

A Global Drive for Financial Investment in Children's Health and Development through Universalising Interventions for Optimal Breastfeeding



INFANT AND YOUNG CHILD FEEDING (IYCF) FINANCIAL PLANNING TOOL

The World Breastfeeding Costing *initiative* (WBC²)



Infant and Young Child Feeding (IYCF) FINANCIAL PLANNING TOOL (IBFAN-ASIA)

Country Profile

WBC² Star Breast Feeding Initiative