

Advocacy 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	
AG1	There have been major events that have drawn media attention to breastfeeding issues. ¹	No major events that have drawn media attention to breastfeeding issues.	One major event has drawn national media coverage to breastfeeding issues.	Two major events have drawn national media coverage to breastfeeding issues, at different times of the year.	Three or more major events have drawn national media coverage to breastfeeding issues, at different times of the year.	
AG2	There are high-level advocates (i.e. 'champions') or influential individuals who have taken on breastfeeding as a cause that they are promoting. ²	No high-level advocates or influential individuals have taken on breastfeeding as a cause that they are promoting.	One high-level advocate or influential individual has taken on breastfeeding as a cause he/she is promoting.	Two high-level advocates or influential individuals have taken on breastfeeding as a cause they are promoting.	Three or more high-level advocates or influential individuals have taken on breastfeeding as a cause they are promoting.	
AG3	There is a national advocacy strategy based on sound formative research.	There is no national advocacy strategy.	There is a national advocacy strategy but it is not based on formative research.	There is a national advocacy strategy that is based on formative research but it is not effective.	There is a national advocacy strategy that is grounded in the country's context and it is effective.	
AG4	A national cohesive network(s) of advocates	There is no national cohesive	A cohesive network(s) of	A cohesive network(s) of	A national cohesive network(s) of	

¹ Adapted from Fox et al. (2015)

² Adapted from Fox et al. (2015)

	exists to increase political and financial commitments to breastfeeding.	network(s) of advocates to increase political and financial commitments to breastfeeding.	advocates exists to increase political and financial commitments to breastfeeding but only to a limited extent, i.e. they only have local coverage .	advocates exists to increase political and financial commitments to breastfeeding to some extent i.e. they only have subnational coverage .	advocates exists to increase political and financial commitments to breastfeeding nationwide .	
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