

Implementing BBF

The BBF assessment process takes approximately 9 months -1 year to complete.

Initial steps (Estimated 1 month)

Identify In- Country Principal Investigator (PI)

- Organizes the BBF process in-country and serves as primary liaison with Yale BBF staff. **See below for full description of roles.**

Garner Support

- Through in-person meetings with key government officials, including health and nutrition personnel, and influential, highly visible organizations, such as WHO, UNICEF and other NGOs.
- Introduce BBF background, process and Index.
- **Full support and cooperation from government officials is critical to accurately score the BBF Index and ensure there is a clear way forward to implement recommendations.**

Hire staff

- Hire full-time project coordinator/research assistant to assist with committee coordination, planning meetings, and data collection. Hire any supplementary staff as needed.

Identify 10-12 experts to form a committee

- One person serves as committee chair. Experts are introduced to BBF background, Index, and methodology and meet the following inclusion criteria before committing:
 - Time available to attend all meetings and complete work in between meetings
 - Ability to work in teams
 - High level officials, University appointments and NGO staff (a committee member who may not have the time to commit can assign technical staff as their representative)

Chair assigns committee members into Gear teams and organizes first meeting

- We strongly recommend that committee members are assigned 1 to 2 gears but no more than 3 gears each. Those on the Training & Program Delivery Gear team should not be assigned to any other gear.

Committee Members should have expertise/extensive knowledge within one or more of the gears, including:

- ✓ Breastfeeding policy
- ✓ Breastfeeding promotion and behavior change communication activities
- ✓ Breastfeeding education and services: by health care professionals at facility and community level
- ✓ Breastfeeding advocacy at civil and government level
- ✓ Political will towards breastfeeding
- ✓ Breastfeeding training: curriculum development for health professionals, master trainers or lactation specialists
- ✓ Country level monitoring & evaluation systems: i.e. health information systems that include breastfeeding indicators
- ✓ Funding and resources for breastfeeding
- ✓ National/regional/local coordination of breastfeeding activities and programs

BBF MEETINGS

1st Meeting (Immediately after committee is finalized; takes place over 2 days):

Presentation of BBF tool and development from Breastfeeding Gear Model (BFGM)

Benefits of BBF compared to previous breastfeeding assessment tools

Orientation to BBF Index and scoring methodology, including in-depth presentation of gears and benchmarks

Assign Committee members to gears teams and identify team leaders/coordinators

Potential sources of information to score the benchmarks are identified

Gear teams develop Data Gathering Action Plans to collect the data required to score their benchmarks:

- Plans must include a schedule of meetings/ conference calls for the next two months, during which time the team scores their benchmarks

Interim between 1st and 2nd Meeting (Approximately 2 month period)

- Teams organize the data sources needed to score their benchmarks and compose questions for in-depth interviews. All data gathering requests are sent to the project coordinator.

- Project coordinator organizes which data sources are shared amongst teams, leads the collection of data and conducts in-depth interviews. Teams may be responsible for collecting some data particularly where they have primary access to the data.
- Collected data is then sent to teams to conduct preliminary scoring of their benchmarks. Consensus on scores is needed for the second meeting so teams should communicate and plan to meet or conference call regularly to achieve this. Teams should document their activity and progress in terms of efficiency, general findings, including gaps identified, and methods in order to evaluate and present their work in the next meeting.

* *Gaps* refer to where the data shows the country is missing something needed for scaling up BF promotion, protection and support. For instance, if national legislation does not provide adequate maternity leave as per the International Labour Organizations' convention, that would be considered a gap.

2nd Meeting (Approximately 2 months after first meeting, takes place over 1 day)

Gear teams present to the whole committee:

- Progress with scoring the benchmarks
- Any setbacks or problems found during preliminary scoring
- Solutions to any problems with scoring or obtaining information
- Highlight initial gaps found within their gear

Following each team presentation, the committee discusses and attempts to reach consensus on benchmark scores

Committee discusses potential recommendations to address the gaps identified

Interim between 2nd and 3rd meeting (1-2 month period)

- Teams inform the project coordinator of any additional data that needs to be collected to finalize their benchmark scores.
- Project coordinator/RA finishes collecting any additional data.
- Gear Teams finalize individual benchmark scores and total gear scores:
 - This may include re-evaluating data and data sources and any other constructive feedback received at the second meeting regarding their methodology. Teams should communicate and plan to meet or conference call frequently to accomplish this.

3rd Meeting (Approximately 1 month after 2nd meeting, takes place over 1 day)

Gear teams present final benchmark scores, data sources, gaps found by BBF Index, and recommendations for actions to address these gaps

Committee reaches consensus on the final benchmark scores and discusses recommendations

The total BBF score is calculated after consensus is reached on final benchmark scores

Interim between 3rd and 4th Meeting (Approximately 1 month period)

- Teams develop a presentation and document covering the recommendations to improve the gaps found by the BBF Index. Data to support recommendations must be included.
- These documents will be presented for consensus at the fourth meeting.
- The in-country PI begins identifying and dialoguing with key policy makers that may be invited to the fifth meeting.

4th Meeting (Approx. 1 month after 3rd meeting, takes place over 1 or 2 days)

Gear teams present their recommended actions to improve the gaps found by the BBF Index

Full committee reaches consensus on the recommendations needed to improve the quality of the country's national breastfeeding program and ensure its success in scaling up

Interim between 4th and 5th Meeting (Approximately 2 month period)

- Prepare for 5th meeting:
 - ✓ Continue to identify and invite key decision maker(s)
 - ✓ Invite the media
 - ✓ Develop a presentation to be given to the key decision maker(s). This must include BBF description and methodology, BBF Index results from country analysis, recommendations, and proposed call to action.
 - ✓ Develop 1-2 page policy brief and infographic for dissemination at the meeting.

5th Meeting (Approx. 2 months after 4th meeting, takes place over ½ day or 1 day)

The committee presents the BBF Index results and recommendations to the key decision maker(s) receiving the BBF policy report

There should be strong media coverage as well as clear articulation of a call to action

A panel discussion can take place (if desired) with key stakeholders and policy makers

Descriptions of Roles and Responsibilities for BBF In-Country Personnel

In-Country Principal Investigator:

<ul style="list-style-type: none"> • Garner support from government and non-government officials to implement BBF and introduce the BFF framework and methodology • Identify and invite committee members • Assign committee members to gears • Lead development and implementation of the 5 meetings 	<ul style="list-style-type: none"> • Moderate discussions • Supervise project coordinator on committee related tasks and data collection • Oversee submitted work by committee members/ensure committee members are progressing with activities on time
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Project Coordinator:

<ul style="list-style-type: none"> • Assists with all aspects of project planning, implementation, and coordination • Planning meeting logistics • Developing materials for meetings and activities completed between meetings • Assist with research duties as needed 	<ul style="list-style-type: none"> • Help keep committee members on task and refer to BBF guides as needed • Facilitate, maintain, monitor and document communications with & between committee members
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Administrative Assistant:

<ul style="list-style-type: none"> • Supports all aspects of organizing meetings and managing project paperwork • Track and record expenditures 	<ul style="list-style-type: none"> • Organizing meetings (finding venues, food, contacting members, assisting with travel) • Ensuring all documents are properly organized and labelled
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Research Assistant: Research assistant (RA) can also be project coordinator or a discreet role

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| <ul style="list-style-type: none"> • Conduct in-depth interviews • Take minutes of all meetings | <ul style="list-style-type: none"> • Provide translations (if needed) • Search/gather source documents |
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Committee members: BBF Committee is comprised of 10-12 members who implement the BBF process.

Committee members are responsible for:

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| <ul style="list-style-type: none"> • Develop data gathering plans • Develop recommendations • Assist RA with gathering data (interviews, documents, surveys etc) • Identify key decision makers for 5th meeting • Record and submit minutes of gear team meetings | <ul style="list-style-type: none"> • Reach consensus with gear team members (via email, phone, skype, in person) on scoring, gaps identified and potential recommendations to address those gaps • Work with whole committee to reach consensus on final scores, gaps & recommendations |
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