

How to get decision-makers involved? Expected benefits from the BBF economic perspective



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Funded by the Family Larsson-Rosenquist Foundation



<http://ghanapoliticsonline.com/breastfeed-babies-long-necessary-first-lady-urges-mothers/>

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SUN meeting, Kathmandu, Nepal
November 6, 2019



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Breastfeeding reduces health risks and lowers medical costs

Baby

Ear and respiratory infections

Gastrointestinal infections

Sudden infant death syndrome (SIDS)

Asthma

Obesity



Mother

High blood pressure

Type 2 diabetes

Breast cancer

Ovarian cancer

WHO and AAP recommend that babies are fed only breast milk for about 6 months and as complementary foods are introduced, continue breastfeeding to at least age 1 year (AAP) or 2 years (WHO).

The world loses US\$1 billion EVERY DAY because of lack of investments in improving BF outcomes

*Waters et al, 2019; Lancet BF Series, 2016;
Bartick et al., Matern Child Nutr, 2017*



GLOBALLY, ESTIMATED COSTS
ASSOCIATED WITH
NOT BREASTFEEDING AMOUNT TO

\$300
BILLION ANNUALLY



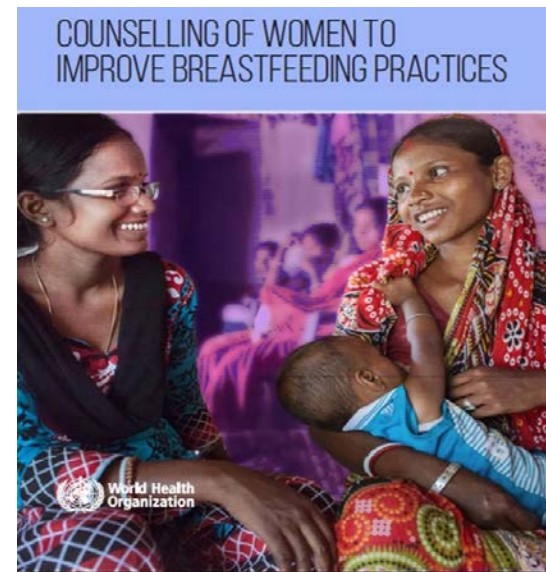
Three Areas Where Investments Can Have An Impact



Baby Friendly Hospital Initiative



Breastfeeding Counseling



Maternity Protection Policies



- Empower countries to:
 - Assess their current readiness for scale-up
 - **Unbiased multisectoral 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
 - **Assess the cost of implementation**
- Knowledge sharing across countries

MOHS takes steps to boost breastfeeding rate



Union Minister Dr. Myint Htwe delivers the speech at the meeting of Stakeholder Endorsement on Recommendations of Becoming Breastfeeding Friendly in Nay Pyi Taw. Photo: MNA

<http://www.globalnewlightofmyanmar.com/mohs-takes-steps-to-boost-breastfeeding-rate/>

BBF leading to high level advocacy action – Ghana



- First Lady become a strong political figure for promoting maternal and child health including breastfeeding
 - Opened World Breastfeeding Week
 - Promoting extension of maternity leave
 - Central figure launching MCH initiatives (i.e. Maternal/Child Health Record book)
- Nutrition champion for Ghana Health Services



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ORIGINAL ARTICLE

WILEY | Maternal & Child Nutrition

Development and pretesting of “Becoming Breastfeeding Friendly”: Empowering governments for global scaling up of breastfeeding programmes *Matern Child Nutr.* 2018;*e12659.*

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

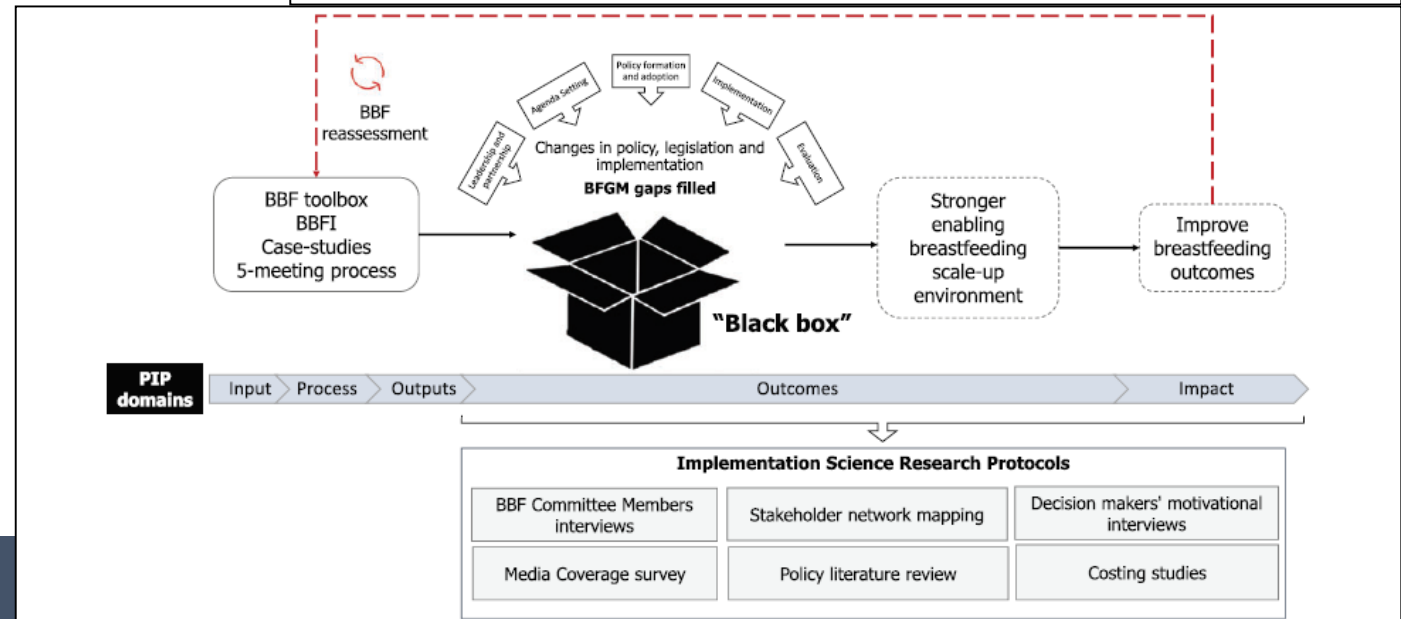
How does “Becoming Breastfeeding Friendly” work? A Programme Impact Pathways Analysis

Gabriela Buccini | Kassandra L. Harding | Amber Hromi-Fiedler | Rafael Pérez-Escamilla

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Union Minister Dr. Myint Htwe delivers the speech at the meeting of Stakeholder Endorsement on Recommendations of Becoming Breastfeeding Friendly in Nay Pyi Taw. Photo: MNA



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

Food and Nutrition Bulletin

1-13

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DOI: 10.1177/0379572118789772

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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

Perspective: What Will It Cost to Scale-up Breastfeeding Programs? A Comparison of Current Global Costing Methodologies

Adv Nutr 2018;9:572–580

Grace J Carroll, Gabriela S Buccini, and Rafael Pérez-Escamilla

Department of Social and Behavioral Sciences, Yale University School of Public Health, New Haven, CT

Costing a Maternity Leave Cash Transfer to Support Breastfeeding Among Informally Employed Mexican Women

Mireya Vilar-Compte, PhD¹, Graciela Teruel, PhD¹, Diana Flores, MSc¹, Grace J. Carroll, MPH², Gabriela S. Buccini, PhD², and Rafael Pérez-Escamilla, PhD²

Food and Nutrition Bulletin

1-11

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DOI: 10.1177/0379572119836582

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- ▶ BBF applies systems thinking, implementation science principles
- ▶ Cost of inaction well understood and accepted
- ▶ Key to develop user friendly tools for countries to figure out how much it will cost to implement key BF policies and programs
 - › Maternity benefits (formal & informal sector)
 - › Baby Friendly Hospital Initiative
 - › Breastfeeding counseling at community level

Thank you!

www.BBF.yale.edu



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