World Breastfeeding Trends Initiative (WBTi) - Infants and young children

Programme: World Breastfeeding Trends Initiative (WBTi)

**Programme Data**

**Programme Description**

The World Breastfeeding Trends Initiative (WBTi) is an innovative initiative of the International Baby Food Action Network (IBFAN), spearheaded by its Asia regional office, for tracking, assessing and monitoring implementation of the Global Strategy for Infant and Young Child Feeding in response to the global need for focus on infant nutrition and survival. The initiative aims at strengthening and stimulating action to protect, promote and support breastfeeding worldwide.

Using the tool, stakeholders in a country assess their own implementation of the Global Strategy, identify gaps and build national consensus around actions that are needed and accord priorities to them. The WBTi assessment is not conducted by an external agency, but by the people in countries themselves. The WBTi team at IBFAN Asia receives findings from the national team, and initiates a process of verification; particularly sources of the information supplied, and then look for a national consensus. Once the national team agrees to the assessment findings, the WBT team uploads the report on to the web-tool that provides the score and rating/colour coding.

**Program type**

National

**References**

http://www.worldbreastfeedingtrends.org/countrysubmit.php?country=India

**Implementing organisations**

- **Government**
  - Women, children, families
  - National Commission for Protection of Child Rights (NCPCR); National Institute of Public Cooperation and Child Development (NIPCCD)

- **National NGO(s)**
  - Breastfeeding Promotion Network of India (BPNI)

- **Other**
  - Department of Community Medicine, University College of Medical Science (UCMS) & GTB Hospital; Initiative for Health, Equity and Society (IHES); Lady Harding Medical College (LHMC); Maulana Azad Medical College (MAMC); Trained Nurses Association of India (TNAI)
Optimal infant and young child feeding (IYCF) practices form the cornerstone of childcare and development. In spite of the overwhelming evidence of its role in achieving Millennium Development Goals it is quite evident that IYCF practices have not shown considerable progress and not much has significantly changed when compared with earlier assessment conducted in 2008 (Figure 3). Despite breastfeeding’s numerous recognised advantages, and several initiatives taken so far to promote breastfeeding, early and exclusive breastfeeding rates in most states of the India are low. The 2012 report reveals glaring gaps in policy and programmes that protect, promote support breastfeeding.

Links to policies in GINA

National Guidelines on Infant and Young Child Feeding