Becoming Breastfeeding Friendly (BBF) Wales

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Becoming Breastfeeding Friendly programme

- Evidence-based toolbox
- Developed by expert Technical Advisory Group
- Helps guide the development and tracking of large-scale, well-coordinated, multi-sectoral, national breastfeeding promotion programs

BBF not only assesses and measures, but also supports countries to scale-up breastfeeding programmes through step-by-step evidence-based criteria
• The Breastfeeding Gear Model (BFGM): robust framework serves as foundation for BBF

• For all the gears, scoring is retrospective, over past 12 months (ie: April 2017-April 2018)

• Assess series of benchmarks under each gear
  • eg: LPG7: there is paid maternity leave legislation for women
  • eg: AG3: there is a national advocacy strategy based on sound formative research

1 Pérez-Escamilla et al. Adv Nutr 2012
# Gear Leads and Critical Friends for BBF Wales

<table>
<thead>
<tr>
<th>Gear</th>
<th>Gear Lead</th>
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<tbody>
<tr>
<td>Advocacy</td>
<td>Dr Heather Trickey: Cardiff University</td>
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<tr>
<td>Political Will</td>
<td>Sarah Fox: Abertawe Bro Morgannwg University Health Board</td>
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<tr>
<td>Funding and Resources</td>
<td>Shameela Chucha: Public Health Wales</td>
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<tr>
<td>Training and Program Delivery</td>
<td>Sheila Brown: Bangor University; Dr Lucie Warren: Cardiff University</td>
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<tr>
<td>Promotion</td>
<td>Professor Amy Brown: Swansea University</td>
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<tr>
<td>Research and Evaluation</td>
<td>Craig Thomas: Welsh Government</td>
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<tr>
<td>Coordination, Goals and Monitoring</td>
<td>Dr Heather Trickey and Gethin Jones</td>
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<tr>
<td>Critical Friends</td>
<td>Gethin Jones: RCPCH, Francesca Entwistle: Unicef UK Baby Friendly Initiative, (others invited: time)</td>
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BBF Wales weighted Index score: 1.1 representing moderate scaling up environment (range for moderate scale up: 1.1-2.0)
## BBF Findings for Wales in the review period

### Gears with weak scores

**Advocacy**: 0.8/3.0
- Absence of underpinning goals and clear message framework
  - *Enable networked system level and strategic change advocates*

**Promotion**: 0.3/3.0
- Lacks oversight and strategic direction with impact on resourcing and value
  - *Strategic focus on a multi-component rather than individual approach, using the evidence base*

**Coordination, Goals and Monitoring**: 1.0/3.0
- Lack of agreed policy objectives and strategic framework
- Local level innovation remains local
  - *Accountability, commitment and leadership aligned with strategic direction*
<table>
<thead>
<tr>
<th>Area</th>
<th>Score</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Political Will</strong></td>
<td>1.3/3.0</td>
<td>Good practice in local initiatives, but lack oversight and consistency</td>
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<td>Lack of functioning, coherent policy/action plan to support breastfeeding</td>
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<td></td>
<td>• Whole system action across stakeholders with national high level commitment (reflected in resourcing) and oversight</td>
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<tr>
<td><strong>Legislation and Policies</strong></td>
<td>1.4/3.0</td>
<td>Some areas of legislation embedded (eg: maternity pay) but Code lack monitoring and commitment in practice</td>
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<td>• Practical local actions and commitments in Wales, and action planning on what can be done to influence the UK wide status</td>
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<tr>
<td><strong>Research and Evaluation</strong></td>
<td>1.4/3.0</td>
<td>Routine data collection mechanisms in place – data shortage up to 2 years; inconsistencies in collection and lack of population data</td>
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<td>• Plan of work to improve local collection, time points up to 2 years and data quality</td>
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<td>• Mechanism for updated, consistent population survey data</td>
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Gears with moderate scores

**Funding and Resources**: 1.5/3.0
- Some clear routes (eg: mat leave) but unclear on the wider resource allocation; lacks strategic direction
  - *Connect strategic plans for breastfeeding promotion, protection and support with clear funding commitment and allocation process*

**Training and Programme Delivery**: 1.4/3.0
- Some strong training and local support, but identified inconsistent coordination and coverage and a lack of integration
  - *Coordinated, integrated learning outcomes across providers, Unicef UK BFI as a mechanism to support this process*
  - *Ongoing evidence-based infant feeding support available locally with oversight and appropriate resource*
Committee Meetings 4 & 5

**November 2018**: developed the 6 recommendation themes from the 31 initial recommendations

- Themes centred around the experience across services and support structures of both mother and baby in context
- Strong emphasis on multi-component strategic action that is appropriately resourced, with national oversight and local accountability
- Focus on meaningful incremental outcomes, thematic integration
- Embedded monitoring and evaluation, and co-production

**February 2019**: shared with Prof Jean White and Dr Julie Bishop; ensured basis in national context
A strategic action plan on breastfeeding
• defines and delivers smart, transformative goals
• and appropriately resourced, whole system action on breastfeeding
• with national and local leadership, coordination and accountability

A nuanced engagement and promotion framework
• that is co-created, consistent and evidence-based
• is embedded to bring about social change
• to normalise breastfeeding across Wales

Consistent, evidence-informed and long term government funding and resourcing commitments
• underpin Wales’ multi-component breastfeeding action plan
• enable local delivery of transformative provision for mothers, babies and families

Strengthened and coordinated core education and training standards across multi-agency partners working with mothers, babies and families in Wales
• embed a consistent approach for quality improvement across all settings
• standards and approaches must be evidence-based and monitored

Robust monitoring and evaluation mechanisms
• deliver reliable, explanatory and comparable data on a timely basis
• to inform strategy, service improvement and planning, and deliver quality assurance

Practical actions are delivered in Wales to embed good practice standards
• among Welsh government and public organisations
• concerning Maternity Protection rights and the International Code

Strategic action from Wales drives meaningful change on UK-wide issues
• including practitioner education and the legislative environment

Combined action on these recommendations will strengthen and promote the breastfeeding environment for all mothers and babies in Wales.