

Becoming Breastfeeding Friendly in Britain

Scaling up Breastfeeding in Wales, Scotland and England

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bbf becoming
breastfeeding friendly
A GUIDE TO GLOBAL SCALE-UP



BACKGROUND

Global efforts to further improve exclusive breastfeeding rates have not been successful, in part because effective scaling-up frameworks and roadmaps have not been developed¹. Breastfeeding and the provision of human milk is the most accessible and cost-effective activity available to public health which is known to prevent a range of non-communicable diseases (NCDs), specifically childhood obesity, diabetes type 2 and maternal breast cancer^{2,3}.

The **UK has one of the lowest breastfeeding rates in the world; 80% of babies are breastfed at birth, only 1% are exclusively breastfed by 6 months**⁴. Breastfeeding rates are lower among women in areas of higher deprivation, exacerbating health inequalities.

The **Becoming Breastfeeding Friendly** toolkit was developed through highly structured technical and academic collaboration, led by **Yale University**. It has been piloted in Mexico and Ghana.

- **In the short term:** it provides an evidence-based tool to guide countries in assessing their breastfeeding status, and their readiness to scale up.
- **Long term:** it supports countries to identify the concrete measures they can take to sustainably increase breastfeeding rates, based on data-driven recommendations.

PROGRAMME THEORY

The **BBF Gear Model** is made up of eight simultaneous conditions which sustain breastfeeding: **the gears**. Each gear must be sufficiently mobilised to turn the next, eg:

- strong, evidence-based *advocacy* can generate *political will* to enact legislation and policies to protect, promote and support breastfeeding
- the *coordination, goals and monitoring* gear can keep the multi-sectoral gears in motion and provide timely proactive feedback

Country-based committees allocate **Gear Teams** to score their country for each gear based on performance in 54 sub-categories or **benchmarks over the preceding year**.

Teams present evidence for their scoring and together formulate the country's overall **BBF Index score**, identifying gaps where action is needed and recommendations based on the data.

BBF GEAR MODEL



THE 3 GB COUNTRIES

ENGLAND With Public Health England		WALES With Public Health Wales		SCOTLAND With Scottish Government	
Initial BF rate (any breastmilk)	At 6 weeks	Initial BF rate (any breastmilk)	At 6 weeks	Initial BF rate (any breastmilk)	At 6 weeks
83% (IFS 10) ⁵	Any BF: 57% Exclusive BF: 24% (IFS 10)	71% (IFS 10)	Any BF: 40% Exclusive BF: 17% (IFS 10)	74% (IFS 10) 75% (MINS 17) ⁶	Any BF: 50% ; Exclusive BF: 22% (IFS 10) Any BF: 55% (MINS 17)

BBF GB

Launching BBF GB, breastfeeding experts from Scotland, Wales and England attended the first **GB Engagement Committee in December 2017**, agreeing to deliver BBF separately in each country to reflect structural and cultural variation.

- The CHSS team is now supporting three locally developed **Country Committees of experts in Scotland, Wales and England** to carry out the **5 step meeting process**
- The GB Engagement Committee provides **critical oversight** of the process, findings and dissemination planning through twice yearly meetings
- Country committees began the **benchmarking process from April 2018** using document and media searches, collaborative reviews and interviews
- Through scoring and identifying the gaps, teams are **producing and prioritising focused recommendations** based on a Delphi process delivered by CHSS

Alongside the countries' work, **CHSS and Yale** are undertaking a structured **media analysis** to understand how often breastfeeding is discussed in the main media channels and to review its content, framing, main spokespersons and response.

NEXT STEPS

- Report scores and recommendations back to governments
- Share findings internationally with Yale and the other countries: Mexico, Ghana, Germany, Myanmar, China, Samoa
- Build on findings, develop new research questions
- Disseminate to academics, policy, practice and the public

More information at bbf.yale.edu

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4. McAndrew F, Thompson J, Fellows L, Large A, Speed M, Renfrew MJ (2012) Infant Feeding Survey 2010. Health and Social Care Information Centre
5. As above. NB: this UK-wide survey has been discontinued.
6. Scottish Government (2018) Scottish Maternal and Infant Nutrition Survey 2017

5 STEP COUNTRY COMMITTEE PROCESS

