

4. KEY FEATURES

The WBCi tool provides you with the possibility to:

- *Customize* the cost, using the most recent national data
- *Develop* individual cost for the key interventions recommended by the global strategy
- *Analyze* the different estimated costs, review and adjust amounts
- *Track* estimates vs actual resources provided by government and donors
- *Generate* reports for discussions and presentations to other stakeholders
- *Review and update* the estimates based on programme monitoring and evaluation

BABIES NEED
MOM-MADE
NOT MAN-MADE!



IBFAN Asia Regional Coordinating Office
BP-33 Pitampura,
Delhi 110034
INDIA
Phone: +91-11-27343608, 42683059
Email: info@ibfanasia.org, ibfanasia@gmail.com



**INFANT AND YOUNG CHILD
FEEDING (IYCF)
FINANCIAL PLANNING TOOL**

**The World Breastfeeding
Costing *initiative* (WBCi)**



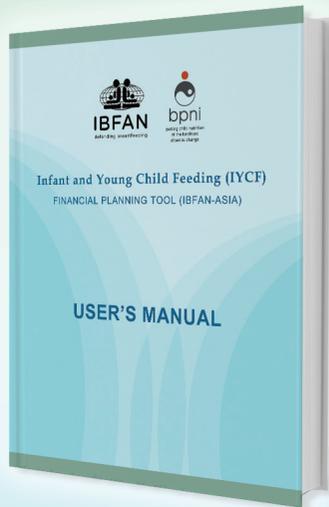
1. RATIONALE

More than 800,000 under five deaths are caused by sub-optimal breastfeeding and complementary feeding practices. Breastfeeding save lives, but globally optimal breastfeeding and complementary feeding have not improved over the past few decades.

Governments and donor agencies investments necessary to improve infant and young child feeding practices, particularly breastfeeding, has been insufficient or even lacking, for many years.

There is a need of a user- friendly tool to help countries estimate all the resources necessary to implement all policy and programmes proposed by the Global Strategy for Infant and Young Child Feeding.

The WBCi tool, a milestone initiative of IBFAN Asia aims at filling a major gap in this implementation.



2. PURPOSE

The WBCi tool has been developed following the principles and structure of the World Breastfeeding Trends Initiative (WBTi) tool.

The WBCi help users estimate the cost to implement a minimum set of interventions proposed by the Global Strategy for Infant and Young Child Feeding.

The WBCi tool is flexible, user friendly and countries can easily customize it to meet their peculiar and specific situations.

Annual IYCF financial plans, multi-year estimates, budget proposals, can be easily generated, using local estimates, inputs and information.

3. INTENDED USERS

The WBCi tool is intended for national programme managers and partners to initiate a constructive and productive advocacy with national governments and donors, towards the identification and allocation of the financial and human resources necessary to protect, promote and support optimal breastfeeding and complementary feeding practices in the country.

The WBCi tool is developed to assist planners, maternal and child health / nutrition coordinators, public health practitioners, finance and planning officers in developing an annual or multi-year budget to implement the Global Strategy for Infant and Young Child Feeding.

This tool is also helpful for project coordinators and staff in the preparation of project budgets and in doing costing analysis. It will be useful to track budgets as well.

Component Cost	Total Cost (Indian Rupee)	Cost distribution analysis (%)	Total Cost (US\$)
Research, studies, surveys for policy development	77,000	25.5%	1,509.80
Conferences, seminars, workshops for policy review and development	17,100	5.7%	335.29
Five Year National Plan of Action on Infant and Young Child Feeding	39,300	13.0%	770.59
CODEX: Coordination, Meeting, Management and Participation	57,400	19.0%	1,125.49