

# **The Need to Invest in Babies**

## **Where and How Much to Invest**

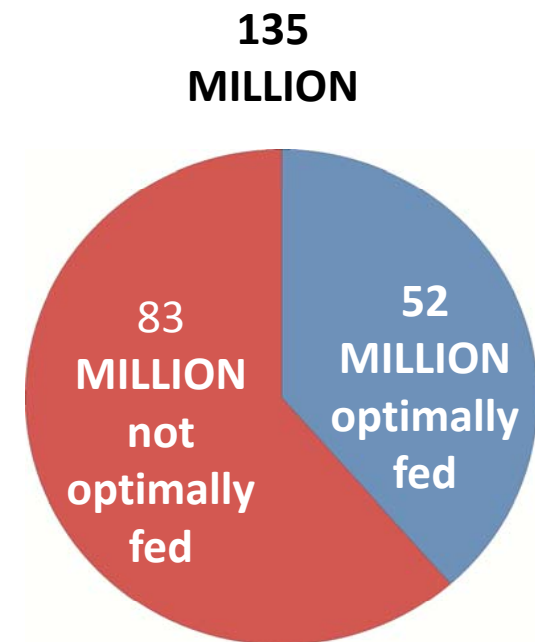
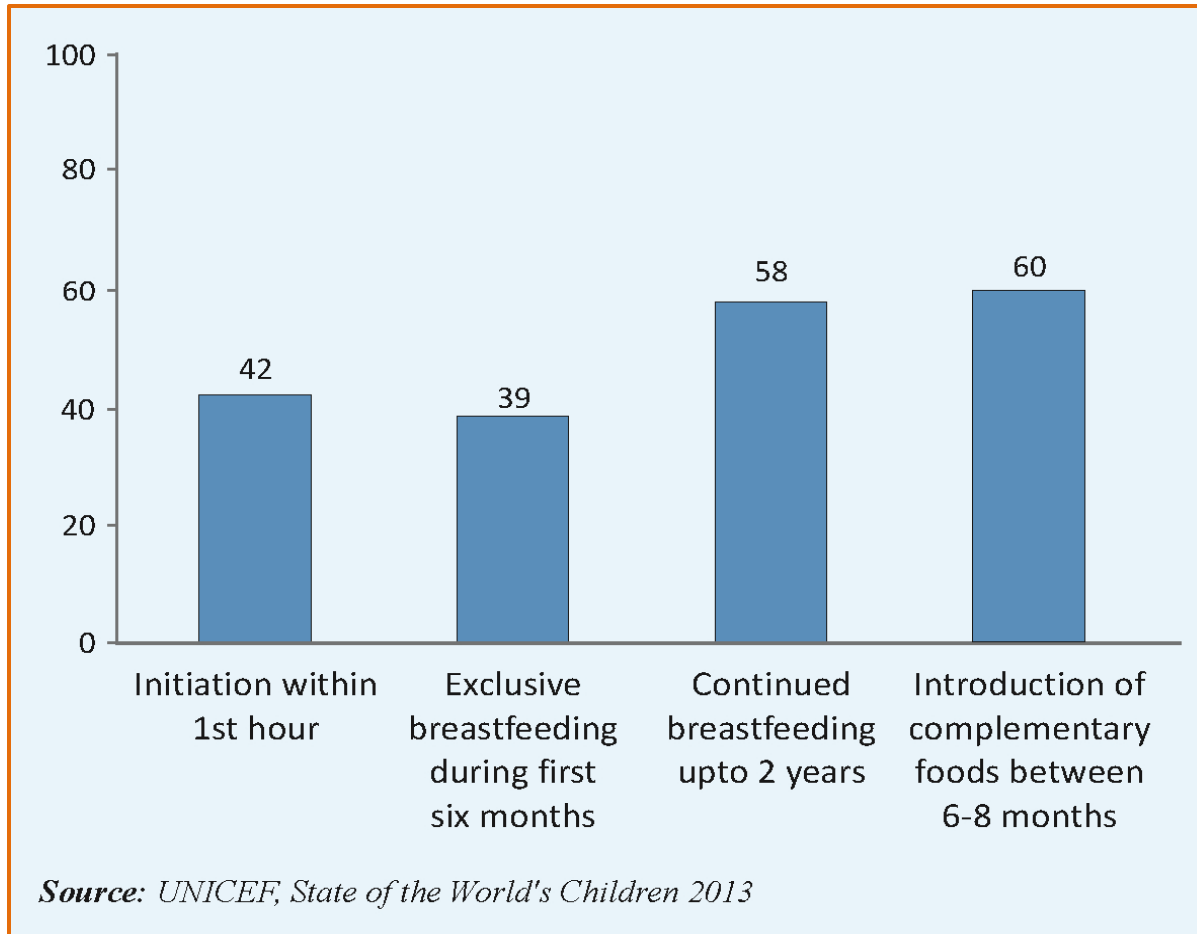
Dr. JP Dadhich MD, FNNF  
National Coordinator,  
Breastfeeding Promotion Network of India  
(BPNI)

10<sup>th</sup> December 2013, New Delhi



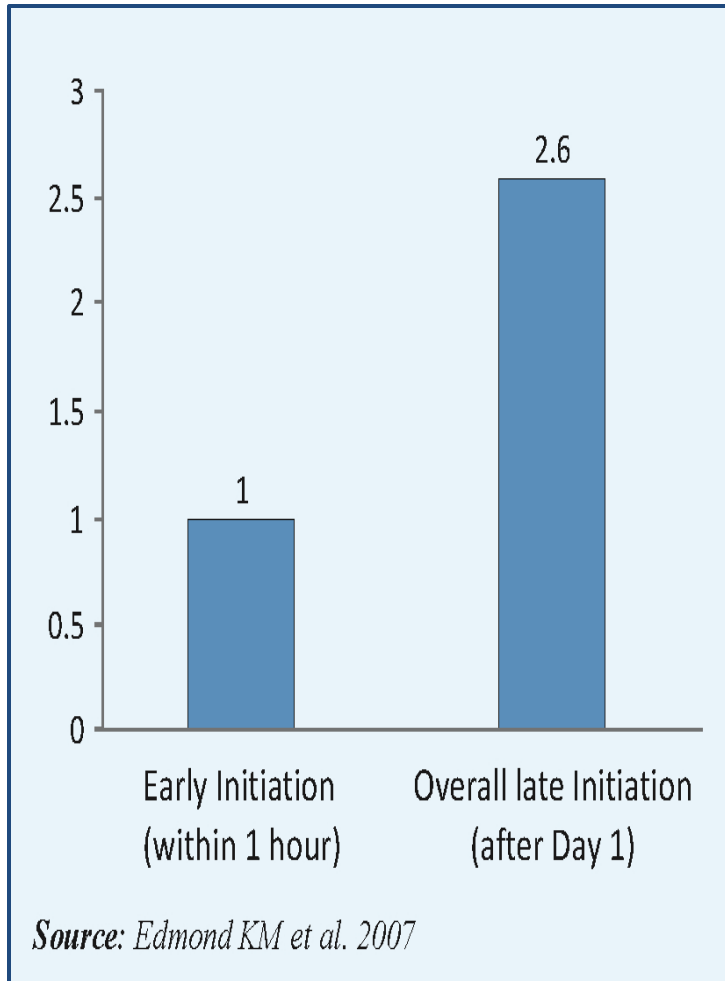
# **Why To Invest in Babies?**

# Global Infant and Young Child Feeding Practices (%)

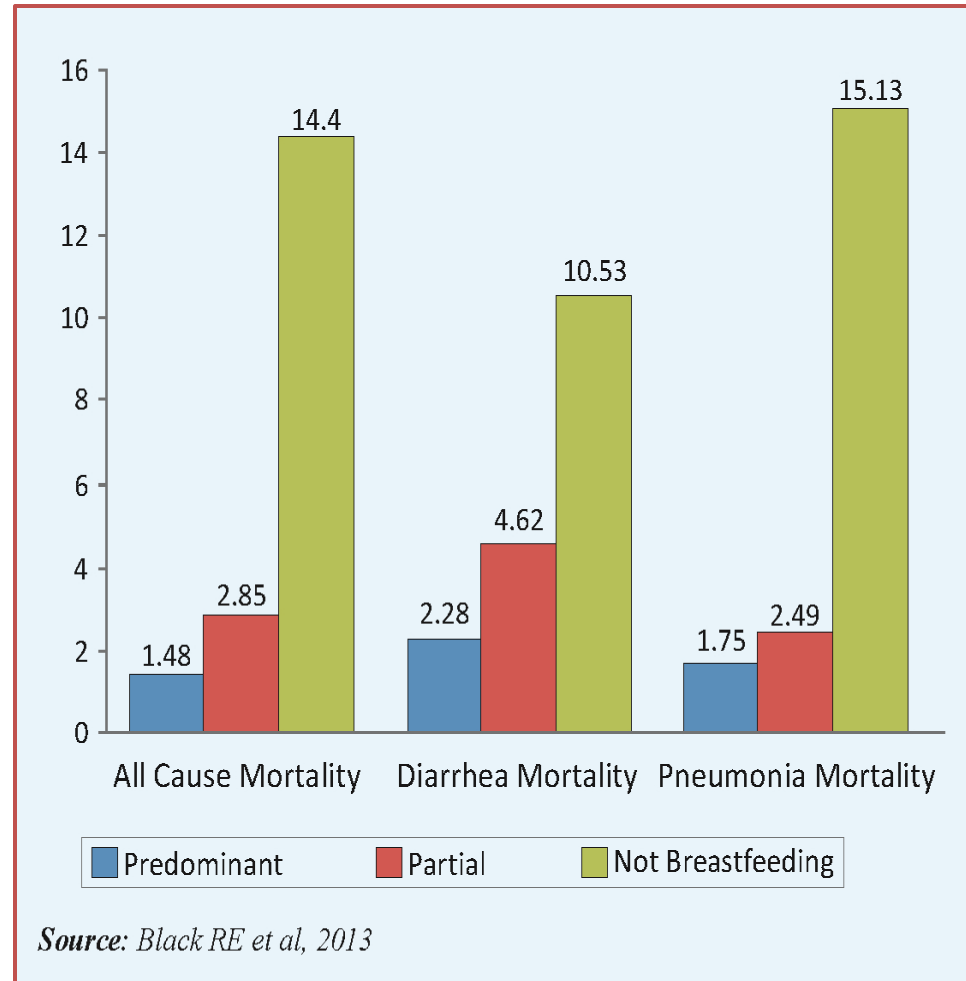


**Negligible progress**

# Breastfeeding Saves Lives!

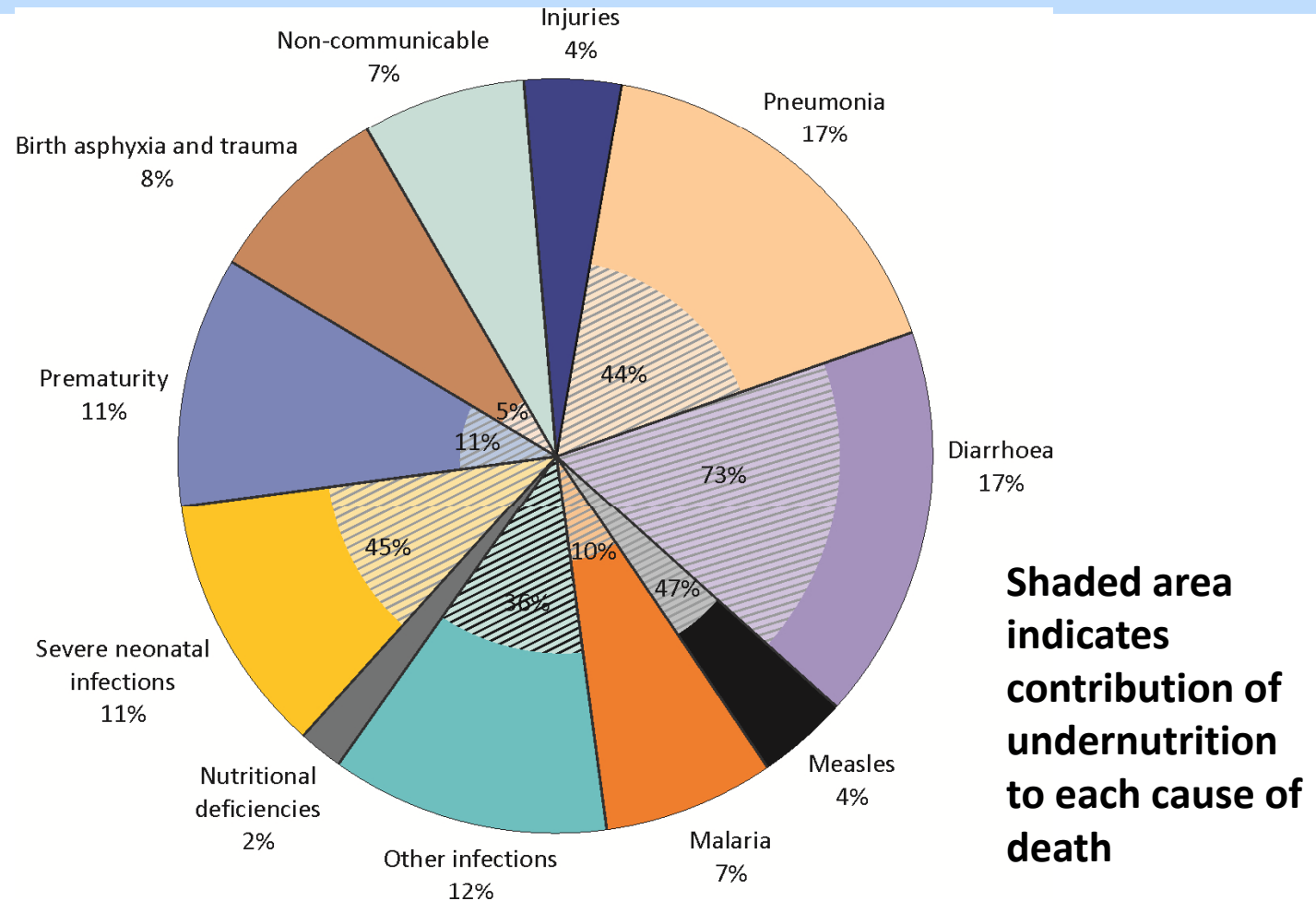


Source: Edmons EK et al, 2007



Source: Black RE et al, 2013

# Contribution of undernutrition to child mortality



Source: WHO 2009. Global health risks: mortality and burden of disease attributable to selected major risks.

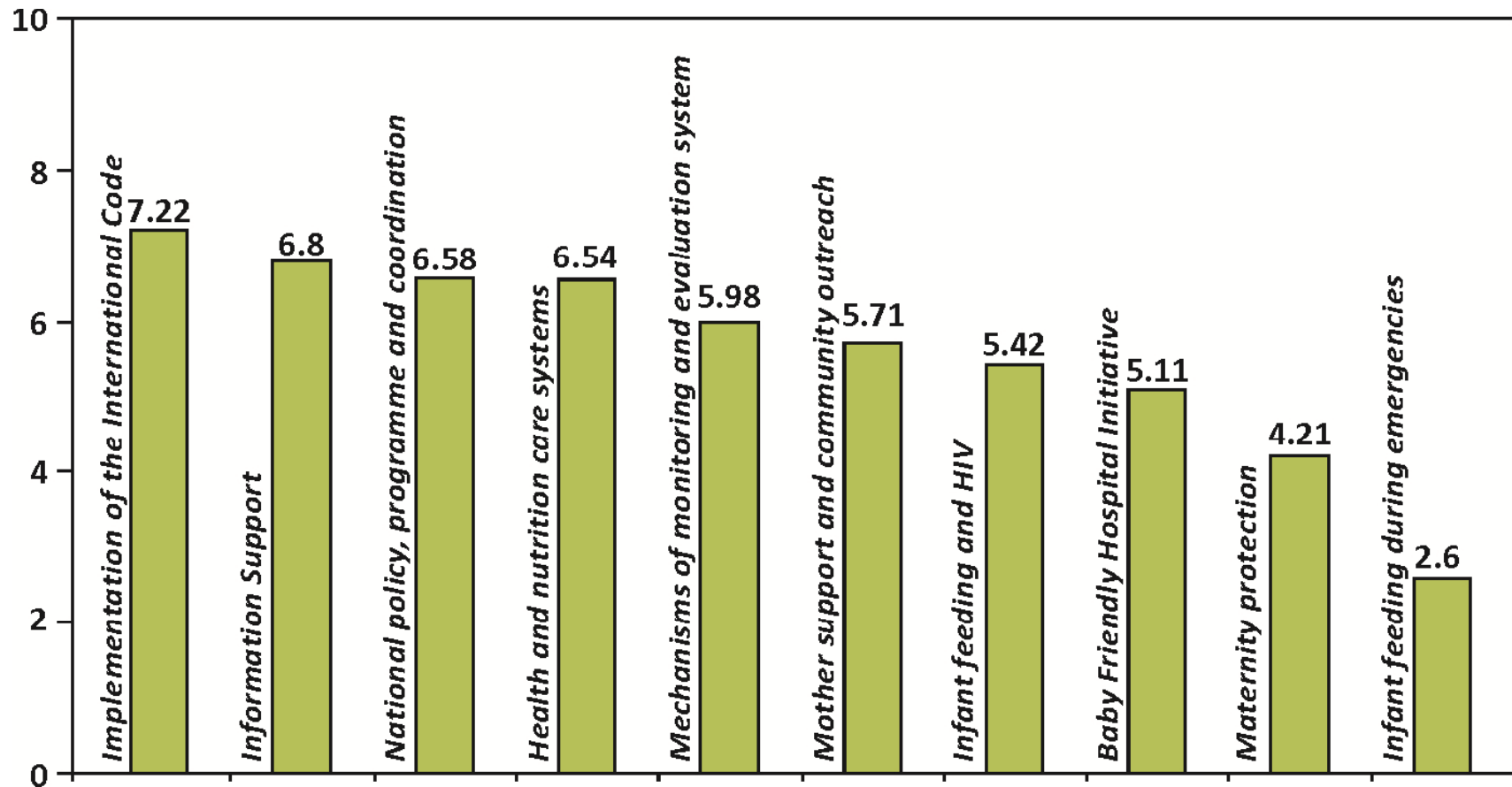
# NCDs Development



- Protective effect on non-communicable diseases
  - Obesity
  - Diabetes
  - high systolic blood pressure
- Increased performance in intelligence tests

WHO, 2013

# Glaring gaps in the state of policy and programmes



Source: IBFAN Asia 2012

# The economic argument



- US insurers pay US\$ 3.6 billion to treat diseases preventable by breastfeeding (Montgomery DL,1997)
- US would save \$13 billion per year and prevent an excess 911 infant deaths if exclusively breastfeeding for 6 months is practiced (Bartick MC et al, 2013)



**Where  
to  
invest?**

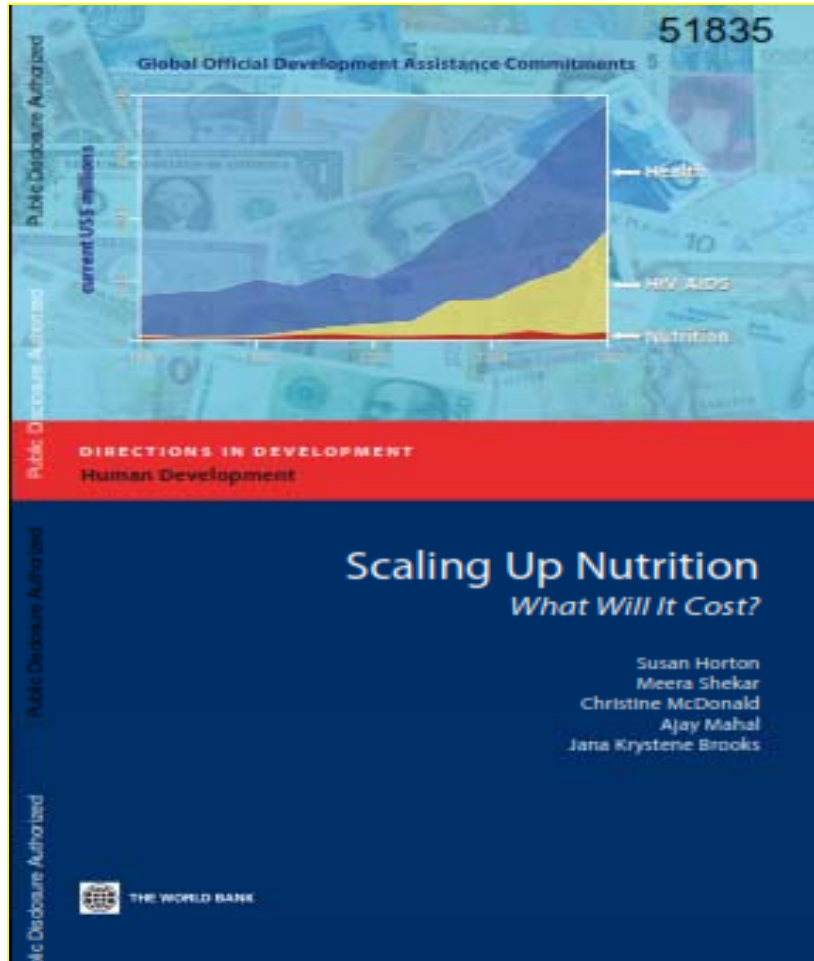
**Protection**  
**Promotion**  
**Support**





# **How much to invest?**

# The WB Estimate 2010



**US\$2.9 billion**  
**15 USD/Per household in 36 high burden countries**

Reflects only “Behaviour change interventions to **promote** breastfeeding.”

## Behavior change interventions

- Breastfeeding promotion and support
- CF promotion
- Hand washing with soap and promotion of hygiene behaviors

## The WB estimates

“The costing therefore does not reflect the full set of interventions needed to improve breastfeeding.”

**Protection, Promotion  
and Support**



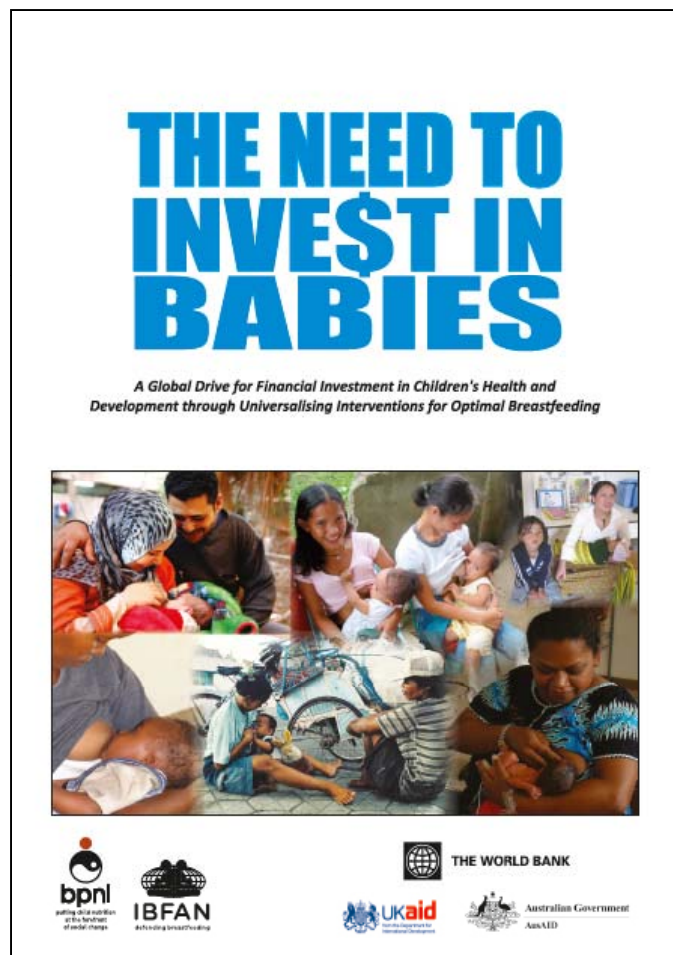
### **BREASTFEEDING ON THE WORLDWIDE AGENDA**

*Findings from a landscape analysis on political commitment  
for programmes to protect, promote and support breastfeeding*

unite for  
children

unicef 

# IBFAN Costing Estimates



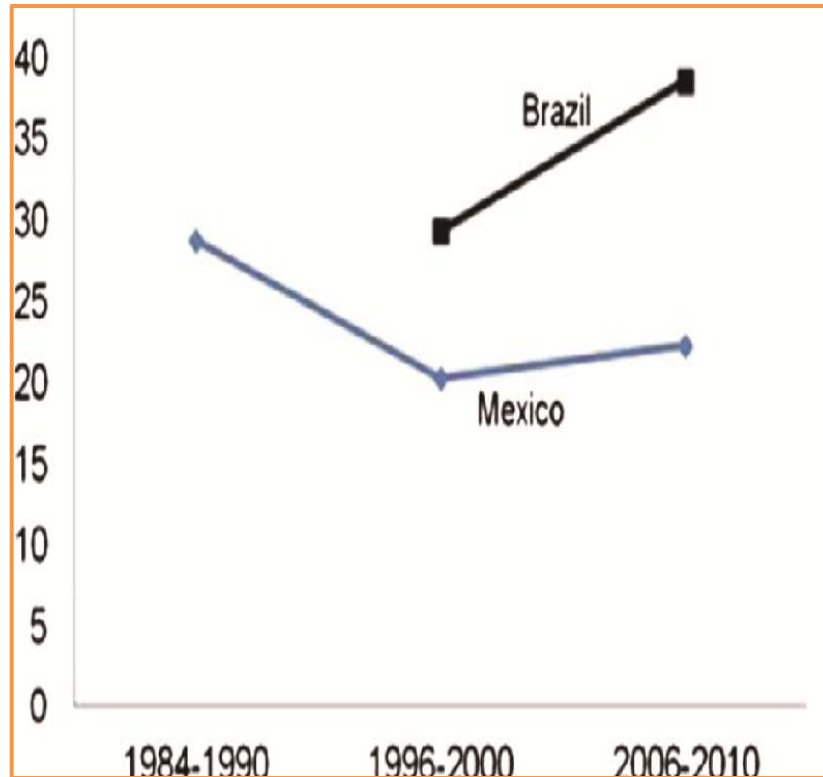
Action Area	USD in billions)
Community support/HW training	1.589
International Code Implementation	0.490
BFHI Implementation	2.01
Media Promotion	0.722
Maternity Entitlement	12.6

# Breastfeeding Gear Model

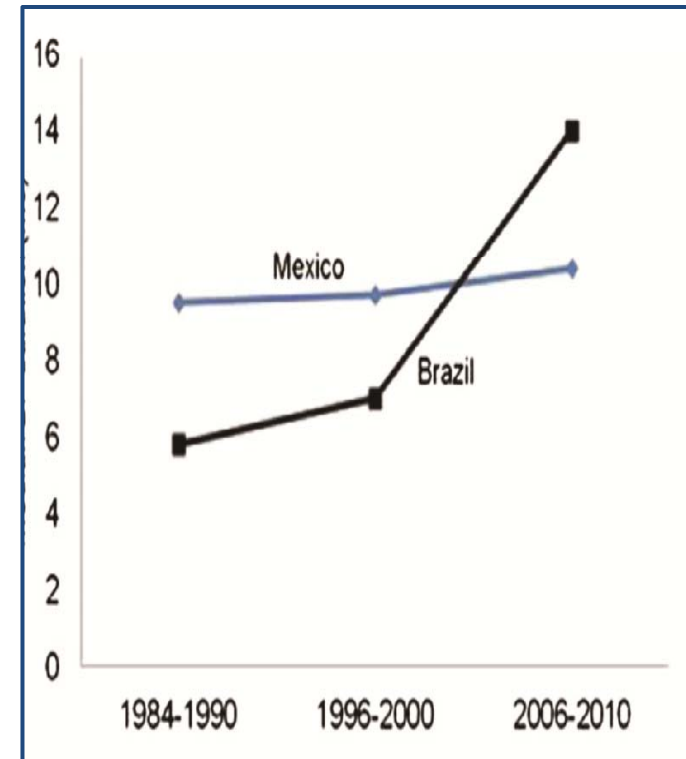


Pérez-Escamilla R et al. Adv Nutr. 2012

# Coordinated actions improve breastfeeding practices



Exclusive breastfeeding among < 6 mo





Median Breastfeeding Duration - months



# The Financial Tool





**Infant and Young Child Feeding (IYCF)**  
 FINANCIAL PLANNING TOOL (IBFAN-ASIA)

[Main Menu](#)   [Component Summary](#)   [SAVE](#)

**Baby Friendly Hospital Initiative (Ten Steps for Successful breastfeeding)**

*Total Cost (In Indian Rupee)*      **3,97,170.00**

**Training**

<i>(Pre-service, In-service education for health/hospital professionals and staff)</i>		Cost for Trainees						Cost of Resource Persons					Total Cost (Indian Rupee)
Training (Possible Topics)	Staff Type	Length of training (days)	Total no. of people trained	Per Diem Rates	Transport Allowance (Lumpsum per person)	Kit, Meals, Venue, Equipment per Pax per Day	SubTotal (Cost Trainees)	No. of Resource persons	Honorarium per day	Per Diem Rates	Transport Allowance (Lumpsum per person)	SubTotal (Resource Persons)	
Lactation Management Training	Health workers (public health & hospitals)	5	20	80.00	50.00	20.00	11,000.00	2	100.00	80.00	50.00	460.00	11,460.00
Breastfeeding promotion and support in a Baby-friendly Hospital: A 20-hour course for maternity staff	Health workers (public health & hospitals)	5	50	80.00	50.00	20.00	27,500.00	2	100.00	80.00	50.00	460.00	27,960.00
Strengthening and sustaining the Baby-friendly Hospital Initiative: A course for decision-makers	Health workers (public health & hospitals)	2	0	-	-	20.00	-	-	-	-	-	-	-
(Other Trainings)	Health workers (public health & hospitals)	2	0	-	-	20.00	-	-	-	-	-	-	-

Cover Sheet   Country Profile   IYCF Strategy   BFHI   +

Normal View   Ready   Sum=0





# **Way forward**

# Governments



**Plan and budget for the comprehensive implementation of the GSIYCF**

**Conduct policy and programme assessments on IYCF to find gaps**

**Develop national and sub-national action plans with budgets to achieve results**

**Develop monitoring and reporting systems**

**Institutionalise research**

**Report annually on the expenditure incurred on interventions for optimal breastfeeding**

**Take urgent action on policy matters such as maternity leave**

# Global community



**Allocate specific budgets for increasing optimal breastfeeding**

**Revisit estimates on scaling up nutrition intervention**

**Make a priority commitment of their staff time**

**Report annually the money spent on programmes on improving policy and programmes for optimal breastfeeding**

**Setup a special maternity benefit fund for cash assistance to women below the poverty line**



**IBFAN**  
defending breastfeeding



**Thank You!!!**