B T *i* England Report Card 2016

World Breastfeeding Trends Initiative (WBT)

Policies and programmes: Indicators 1-10

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W B T *i* England Report Card 2016

World Breastfeeding Trends Initiative (WBT/)

What is the WBTi?

The World Breastfeeding Trends Initiative (WBTi) is a collaborative national assessment of the implementation of key policies and programmes from the WHO's *Global Strategy for Infant and Young Child Feeding*. Unlike other assessments, the WBTi brings together the main agencies and organisations involved in aspects of IYCF in a particular country to work together to collect information, identify gaps and generate recommendations for action. This is the first WBTi assessment for the UK; the process is repeated every 3–5 years in order to track trends.

WBTi UK Core Group members

Association of Breastfeeding Mothers (ABM) Baby Feeding Law Group (BFLG) **Baby Milk Action Best Beginnings** Breastfeeding Network (BfN) Child and Maternal Health Observatory (CHIMAT) Department of Health First Steps Nutrition Institute of Health Visiting (iHV) Lactation Consultants of Great Britain (LCGB) La Leche League GB (LLLGB) Maternity Action Northern Ireland infant feeding lead NCT National Infant Feeding Network (NIFN) Public Health England (PHE) Scotland Maternal and Infant Nutrition Coordinator Start4Life Unicef UK Baby Friendly Initiative

Feeding practices: Indicators 11-15

Indicator II Early initiation of breastfeeding within I hour of birth	60%	9
Indicator 12 Mean percentage of babies 0-<6 months exclusively breastfed	18%	6
Indicator 13 Median duration of breastfeeding	3 months	3
Indicator 14 Bottle feeding: percentage of babies of 0–12 months fed with bottle	88%	3
Indicator 15 Complementary feeding: percentage of babies receiving solids by 8 months	98%	10
Scores are out of 10: 0-3.5 4-6.5	7-9 >9 Subto	tal 31/50

Feeding practices scores are calculated using WHO definitions and the data are drawn mainly from the 2010 Infant Feeding Survey.

Total score 80.5/150

Committee on the Rights of the Child recommendations

The United Nations Committee on the Rights of the Child is the body of 18 independent experts that monitors implementation of the Convention on the Rights of the Child by its state parties. The UK is a signatory to the Convention and was last assessed in June 2016. The Committee recommends the following:

- Systematically collect data on food security and nutrition for children, including those relevant to breastfeeding, overweight and obesity, in order to identify root causes of child food insecurity and malnutrition.
- Regularly monitor and assess effectiveness of policies and programmes on food security and nutrition of children, including school meal programmes and food banks, as well as programmes addressing infants and young children.
- Promote, protect and support breastfeeding in all policy areas where breastfeeding has an impact on child health, including obesity, certain non-communicable diseases and mental health, and fully implement the *International* Code of Marketing of Breastmilk Substitutes.

Abbreviations: **BFI** Baby Friendly Initiative **HCP** healthcare practitioner **IF** infant feeding **IYCF** infant and young child feeding **UK** United Kingdom **WBTi** World Breastfeeding Trends Initiative **WHO** World Health Organization





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