

# THE GLOBAL BREASTFEEDING

## INITIATIVE FOR CHILD SURVIVAL – GBICS 2013-2017

### SCALING UP BREASTFEEDING AND INFANT AND YOUNG CHILD FEEDING INTERVENTIONS WORLDWIDE – GBICS IN ACTION: TRANSFORMING POLICIES TO PRACTICE

*gBICS is set to act with the success of past 4 years in hand, in a new era for the health of women and children with an innovative and creative approach – with well informed, effective, efficient & contemporary gBICS partner organizations that include 9 International Baby Food Action Network (IBFAN) regional offices and the World Alliance for Breastfeeding Action (WABA).*

*Bringing all partners under one umbrella, integrating and harmonizing what they are doing, gBICS will work to understand gaps in policy framework of the “UN Secretary General’s Global Strategy for Women’s and Children’s Health and “WHO/UNICEF’s Global Strategy for Infant and Young Child Feeding”.*

*gBICS will turn its mission into action through the implementation of its specialized program action areas including Monitoring and Evaluation to Strengthen National*

*Policies and Programmes, Increasing awareness of the Global Strategy for Infant and Young Child Feeding and the Global Strategy for Women’s and Children’s Health, Strengthening Legislation on International Code of Marketing of Breastmilk Substitutes (Code), Codex and Maternity Rights, Improving Corporate Accountability and Safeguarding of Public Interest - Democratisation of Global Public Health and Nutrition, Creating Supportive Environments for Mothers, Children and Women’s Health, Encouraging Optimal Infant and Young Child Feeding Practices in Difficult Circumstances including emergencies and HIV contexts...*

*gBICS will work to scale up breastfeeding and Infant and young child Interventions to transform Policies to Practice thus also making a contribution to efforts aimed at addressing climate change and gender inequality in the framework of defending human rights.*

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#### **Overall Goal**

To contribute to infant and young child survival, health and development and maternal health through the improvement of infant and young child feeding policies, programmes and practices.

#### **Programme Goal**

To position the global Breastfeeding Initiative for Child Survival (gBICS) as an essential component of the Global Campaign for the Health Millennium Development Goals and of the implementation of the Global Strategy for Infant and Young Child Feeding and Global Strategy for Women's and Children's Health.

#### **Aim**

That interventions on breastfeeding protection, promotion and support are scaled up at national level and further recognised as a basic intervention to reduce child mortality and improve children's health within a human rights and gender perspective.

**Impact:** Scaling up of breastfeeding and IYCF interventions to reduce child mortality and undernutrition and to

improve child growth and development as well as maternal health, through the protection, promotion and support of optimal feeding practices (early initiation and exclusive breastfeeding for six months followed by safe and adequate complementary feeding with continued breastfeeding for 2 years or beyond).

**Indicators of achievement:** improved attention to IYCF policies and programmes at national level; improved rates of initiation, duration and continuation of breastfeeding and improved maternal and child's health.

#### **Target groups**

The mother-baby dyad, infants and young children, mothers and their families, care-givers and health professionals, government authorities and policy makers.

#### **Core Partners**

gBICS will be based on the coordinated joint action of IBFAN's national and local community groups with their governments and on WABA's social mobilization skills under the gBICS programme.

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#### Main Outcomes

- Comprehensive national policies and programmes to implement the Global Strategy for Infant and Young Child Feeding
- Monitoring and evaluation of national policies and programmes using World Breastfeeding Trends Initiative - WBTi tool
- Implementation of the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions - monitoring and reporting
- Improved health and safety standards of the Codex Alimentarius
- Improved Corporate Accountability and safeguarding of public interest - democratisation of global public health and nutrition
- Contribution to the realization of the right to health and adequate food of women and children worldwide
- Improved Maternity Protection and working conditions of pregnant and breastfeeding working women in all economic sectors
- Improved knowledge and skills on breastfeeding protection, promotion and support in Health and Nutrition Care Systems
- Increased awareness of IYCF among the general public, mothers, caretakers, family and community members – Information Support
- Increased awareness on breastfeeding in HIV context and improved implementation of guidelines on HIV and infant feeding
- Improved application of optimal policies and practices for infant feeding in Emergencies
- Enhanced capacity for planning, coordination, partner liaison and fundraising