

## EXECUTIVE SUMMARY

# Tracking Progress for Breastfeeding Policies and Programmes

## GLOBAL BREASTFEEDING SCORECARD, 2017

Breastfeeding is one of the most effective investments a country can make to ensure a smarter, healthier population. It protects children from a myriad of illnesses, increases IQ, and promotes a strong bond between mother and infant. It is a powerful practice, and one that has huge implications for a country's future prosperity.

This scorecard analyzes indicators that influence breastfeeding (see following page). Worldwide, performance on recommended policies and programmes for breastfeeding is poor. No country is highly compliant on all indicators, illustrating that substantial progress on all fronts is needed.

WHO and UNICEF have established recommendations for breastfeeding practices. Although every mother decides how to feed her child, this decision is strongly influenced by economic, environmental, social, and political factors. Unfortunately, countries are not adequately protecting, promoting, or supporting breastfeeding through funding or policies. As a result, most children in the world do not meet these breastfeeding recommendations.

In recognition of this, the Global Breastfeeding Collective (Collective), a partnership led by UNICEF and WHO, has set targets for all of the indicators listed below, as well as four critical breastfeeding practices, to be met by 2030. The Global Breastfeeding Scorecard stands as an urgent call to action for policy makers worldwide. Hundreds of thousands of lives could be saved each year and numerous health conditions prevented if countries committed to changing their policies and providing greater funding to support breastfeeding. In addition, societies could ensure a healthier, smarter workforce by investing in this one simple practice.

### BREASTFEEDING SHOULD BE:

Initiated within  
**ONE HOUR** of birth

Continued exclusively  
**for SIX MONTHS**

Continued with  
complementary foods  
**to TWO YEARS**  
of age or beyond

COUNTRIES LOSE MORE THAN **\$300**  
**BILLION** ANNUALLY BECAUSE OF  
LOW RATES OF BREASTFEEDING  
THAT IS **0.49 PERCENT** OF GNI.

Global Breastfeeding Collective



# Global Breastfeeding Collective

## Call to Action Priorities:

**1 FUNDING:** Increase investment in programmes and policies that promote, protect and support breastfeeding



**2 THE INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES:** Fully implement the Code with legislation and effective enforcement



**3 MATERNITY PROTECTION IN THE WORKPLACE:** Enact paid family leave and workplace breastfeeding policies



**4 BABY-FRIENDLY HOSPITAL INITIATIVE:** Implement the Ten Steps to Successful Breastfeeding in maternity facilities



**5 BREASTFEEDING COUNSELLING AND TRAINING:** Improve access to skilled breastfeeding counselling in healthcare facilities



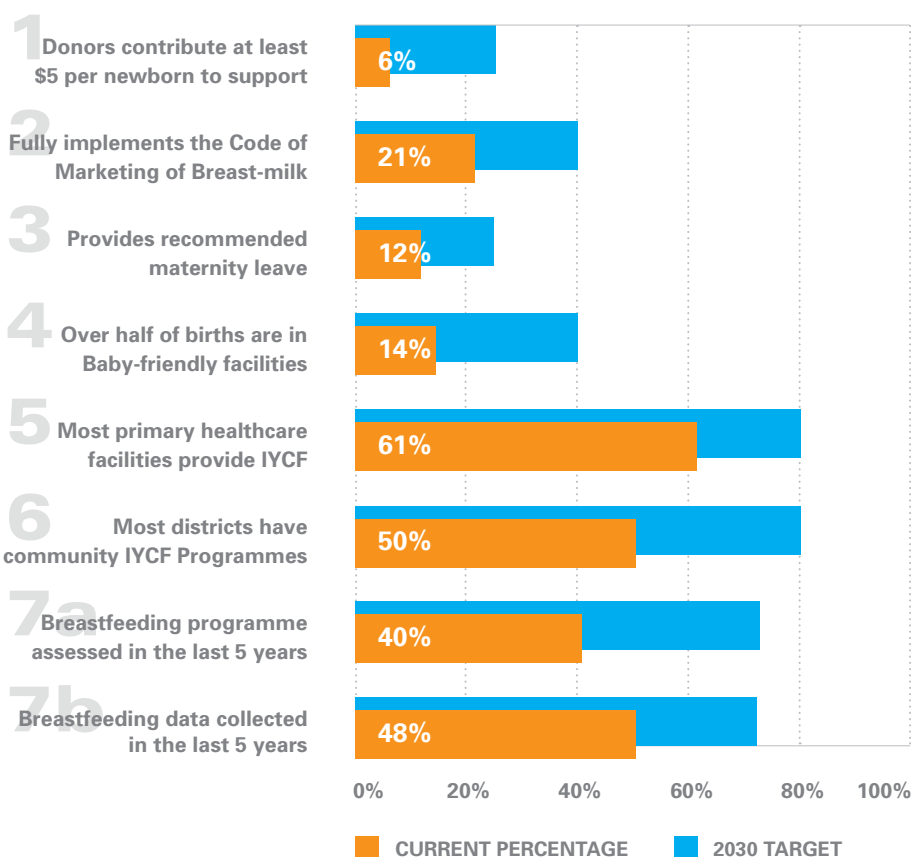
**6 COMMUNITY SUPPORT PROGRAMMES:** Encourage networks that protect, promote, and support breastfeeding



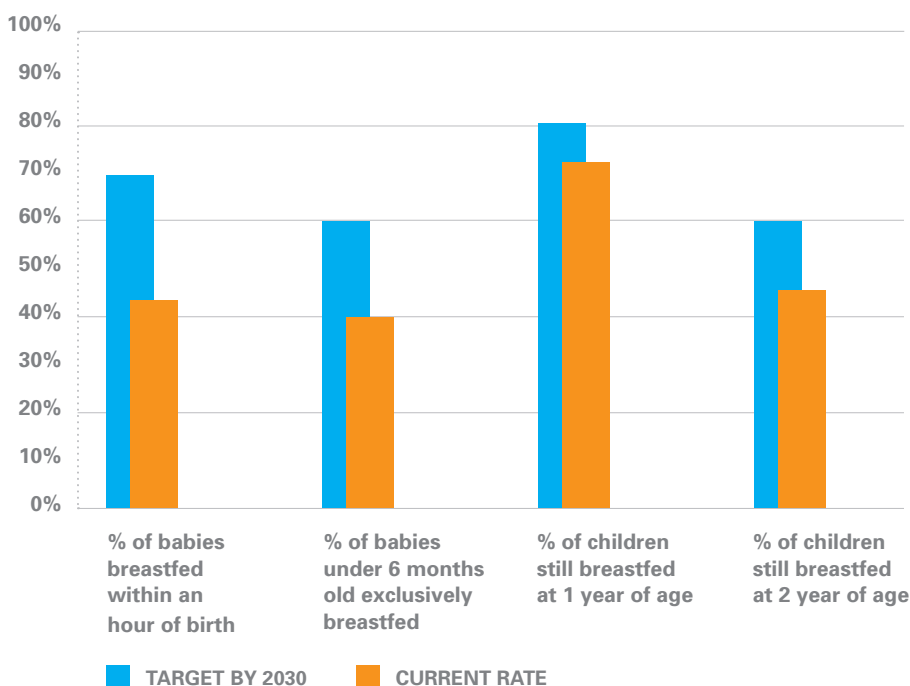
**7 MONITORING SYSTEMS:** Track progress on policies, programmes, and funding



## CURRENT RATES AND TARGETS OF INDICATORS:



## CURRENT RATES AND TARGETS OF BREASTFEEDING PRACTICES:



United Nations Children's Fund (UNICEF)  
3 United Nations Plaza  
New York, NY 10017, USA

World Health Organization (WHO)  
Avenue Appia 20  
1202 Genève, Switzerland

FOR MORE INFORMATION  
AND TO JOIN THE COLLECTIVE:

[www.unicef.org/breastfeeding](http://www.unicef.org/breastfeeding)  
email: [breastfeeding@unicef.org](mailto:breastfeeding@unicef.org)  
[www.unicef.org](http://www.unicef.org)  
[www.who.int/en](http://www.who.int/en)