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# Becoming Breastfeeding Friendly (BBF) Wales

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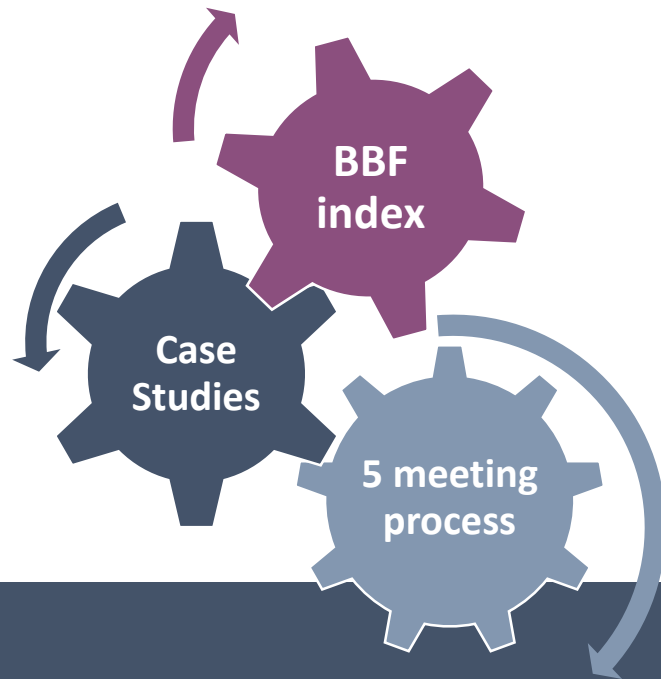
University of  
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Yale SCHOOL OF PUBLIC HEALTH

*Funded by the Family Larsson-Rosenquist Foundation through an unrestricted grant to Yale University*

# Becoming Breastfeeding Friendly programme

- ▶ Evidence-based toolbox
- ▶ Developed by expert Technical Advisory Group
- ▶ Helps guide the development and tracking of large-scale, well-coordinated, multi-sectoral, national breastfeeding promotion programs



BBF not only assesses and measures, but also supports countries to scale-up breastfeeding programmes through step-by-step evidence-based criteria

- The Breastfeeding Gear Model (BFGM)<sup>1</sup>: robust framework serves as foundation for BBF
- For all the gears, scoring is retrospective, over past 12 months (ie: April 2017-April 2018)
- Assess series of benchmarks under each gear
  - eg: LPG7: there is paid maternity leave legislation for women
  - eg: AG3: there is a national advocacy strategy based on sound formative research



# Gear Leads and Critical Friends for BBF Wales

Gear	Gear Lead
Advocacy	Dr Heather Trickey: Cardiff University
Political Will	Sarah Fox: Abertawe Bro Morgannwg University Health Board
Legislation and Policy	Karen Jewell: Welsh Government
Funding and Resources	Shameela Chucha: Public Health Wales
Training and Program Delivery	Sheila Brown: Bangor University; Dr Lucie Warren: Cardiff University
Promotion	Professor Amy Brown: Swansea University
Research and Evaluation	Craig Thomas: Welsh Government
Coordination, Goals and Monitoring	Dr Heather Trickey and Gethin Jones
Critical Friends	Gethin Jones: RCPCH, Francesca Entwistle: Unicef UK Baby Friendly Initiative, (others invited: time)



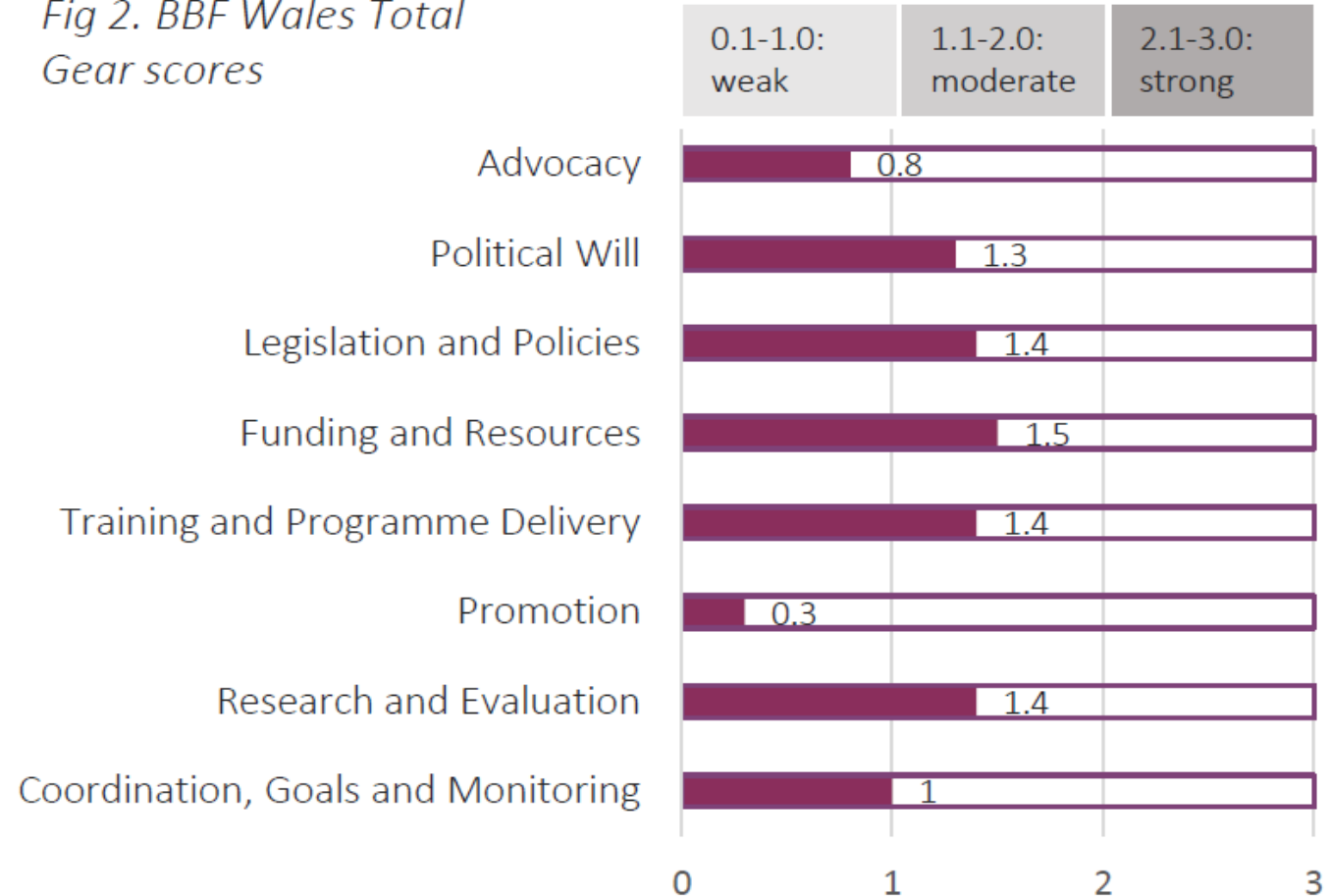
Llywodraeth Cymru  
Welsh Government



# BBF Process and Scores for Wales



Fig 2. BBF Wales Total Gear scores



BBF Wales weighted Index score: 1.1 representing moderate scaling up environment (range for moderate scale up: 1.1-2.0)

## Gears with weak scores

### **Advocacy:** 0.8/3.0

- Absence of underpinning goals and clear message framework
- *Enable networked system level and strategic change advocates*

### **Promotion:** 0.3/3.0

- Lacks oversight and strategic direction with impact on resourcing and value
- *Strategic focus on a multi-component rather than individual approach, using the evidence base*

### **Coordination, Goals and Monitoring:** 1.0/3.0

- Lack of agreed policy objectives and strategic framework
- Local level innovation remains local
- *Accountability, commitment and leadership aligned with strategic direction*

## Gears with moderate scores

### **Political Will:** 1.3/3.0

- Good practice in local initiatives, but lack oversight and consistency
- Lack of functioning, coherent policy/action plan to support breastfeeding
- *Whole system action across stakeholders with national high level commitment (reflected in resourcing) and oversight*

### **Legislation and Policies:** 1.4/3.0

- Some areas of legislation embedded (eg: maternity pay) but Code lack monitoring and commitment in practice
- *Practical local actions and commitments in Wales, and action planning on what can be done to influence the UK wide status*

### **Research and Evaluation:** 1.4/3.0

- Routine data collection mechanisms in place – data shortage up to 2 years; inconsistencies in collection and lack of population data
- *Plan of work to improve local collection, time points up to 2 years and data quality*
- *Mechanism for updated, consistent population survey data*



## Gears with moderate scores

### **Funding and Resources: 1.5/3.0**

- Some clear routes (eg: mat leave) but unclear on the wider resource allocation; lacks strategic direction
- *Connect strategic plans for breastfeeding promotion, protection and support with clear funding commitment and allocation process*

### **Training and Programme Delivery: 1.4/3.0**

- Some strong training and local support, but identified inconsistent coordination and coverage and a lack of integration
- *Coordinated, integrated learning outcomes across providers, Unicef UK BFI as a mechanism to support this process*
- *Ongoing evidence-based infant feeding support available locally with oversight and appropriate resource*

**November 2018:** developed the 6 recommendation themes from the 31 initial recommendations

- ▶ Themes centred around the experience across services and support structures of both mother and baby in context
- ▶ Strong emphasis on multi-component strategic action that is appropriately resourced, with national oversight and local accountability
- ▶ Focus on meaningful incremental outcomes, thematic integration
- ▶ Embedded monitoring and evaluation, and co-production

**February 2019:** shared with Prof Jean White and Dr Julie Bishop; ensured basis in national context

## **A strategic action plan on breastfeeding**

- defines and delivers smart, transformative goals
- and appropriately resourced, whole system action on breastfeeding
- with national and local leadership, coordination and accountability

## **Consistent, evidence-informed and long term government funding and resourcing commitments**

- underpin Wales' multi-component breastfeeding action plan
- enable local delivery of transformative provision for mothers, babies and families

## **A nuanced engagement and promotion framework**

- that is co-created, consistent and evidence-based
- is embedded to bring about social change
- to normalise breastfeeding across Wales

## **Strengthened and coordinated core education and training standards across multi-agency partners working with mothers, babies and families in Wales**

- embed a consistent approach for quality improvement across all settings
- standards and approaches must be evidence-based and monitored

## **Robust monitoring and evaluation mechanisms**

- deliver reliable, explanatory and comparable data on a timely basis
- to inform strategy, service improvement and planning, and deliver quality assurance

## **Practical actions are delivered in Wales to embed good practice standards**

- among Welsh government and public organisations
- concerning Maternity Protection rights and the International Code

## **Strategic action from Wales drives meaningful change on UK-wide issues**

- including practitioner education and the legislative environment

**Combined action on these recommendations will strengthen and promote the breastfeeding environment for all mothers and babies in Wales.**

# Thank you



Llywodraeth Cymru  
Welsh Government



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