

## Policies and programmes: Indicators 1–10

Key gaps	Key recommendations	Score
<b>Indicator 1 National policy, programme and coordination</b> Is there a national infant and young child feeding strategy, a national coordinating committee and a national coordinator, as recommended in the <i>Global Strategy</i> ?		<b>1</b>
<b>UK</b> No established UK-wide infant feeding (IF) group for sharing good practice. <b>E &amp; W</b> No national paid sustainable leadership as no IF committee or coordinator.	<b>UK</b> Governments of the four home nations to support establishing a high-level, sustainable UK-wide IF group for policy leads and special advisors in IF, to share good practice. <b>E &amp; W</b> Each government to set up a national, sustainable, strategic IF committee, with multi-sectoral representation, coordinated by a high-level funded specialist lead.	
<b>Indicator 2 Baby Friendly Initiative</b> Do all mothers have access to accredited Baby Friendly maternity care?		<b>7.5</b>
<b>E &amp; W</b> No mandate or dedicated funding to implement the Unicef UK Baby Friendly Initiative (BFI) nationally, and no time-bound expectation.	<b>E &amp; W</b> Governments to mandate and fully fund time-bound implementation and also maintenance of the BFI nationally, in accordance with the National Institute for Health and Care Excellence's (NICE's) guidance.	
<b>Indicator 3 International Code of Marketing of Breastmilk Substitutes</b> Are the provisions of the International Code and subsequent World Health Assembly Resolutions enacted in national legislation and fully enforced?		<b>6</b>
<b>UK</b> The <i>Code</i> is not fully implemented in the UK and there is no enforcement of the Regulations that are in place.	<b>UK</b> Government to fully implement the <i>Code</i> in legislation, and the responsible authorities to take coordinated action to enforce the Regulations in place.	
<b>Indicator 4 Maternity protection</b> Do women have adequate paid maternity leave and breastfeeding breaks?		<b>6.5</b>
<b>UK</b> No legally required provision for breastfeeding breaks or suitable facilities in workplaces, educational institutions and the judicial system.	<b>UK</b> Government to legislate for reasonable breastfeeding breaks and suitable facilities for breastfeeding/expressing in workplaces, educational institutions and the judicial system.	
<b>Indicator 5 Health professional training</b> Are all health professionals who work with mothers and babies adequately trained to support breastfeeding?		<b>5.5</b>
<b>UK</b> Most pre-registration training for healthcare practitioners (HCPs) who work with mothers, infants and young children has many gaps in the high-level standards and curricula, unless it is BFI accredited.	<b>UK</b> Institutions responsible for relevant pre-registration training standards and curricula to set mandatory minimum standards for core knowledge on breastfeeding and young child feeding for HCPs who work with mothers, infants and young children. These to align with World Health Organization (WHO)/BFI standards.	
<b>Indicator 6 Community-based support</b> Do all mothers have access to skilled breastfeeding support from health professionals and others in the community?		<b>7</b>
<b>E</b> The future of health visiting services in England is uncertain. <b>E &amp; W</b> In some areas, there is little or no integration of NHS community services with voluntary sector breastfeeding support, and no clear access to a skilled lactation specialist.	<b>E</b> Commissioners to maintain the full range of health visiting services. <b>E &amp; W</b> Commissioners to ensure there is a range of integrated postnatal services that include voluntary sector breastfeeding support, meet local needs and provide clear access to specialist support.	
<b>Indicator 7 Information support</b> Is there a comprehensive national information, education and communication strategy, with accurate information on infant and young child feeding at every level?		<b>5.5</b>
<b>E</b> No national, multi-media communications strategy for infant and young child feeding (IYCF).	<b>E</b> Government to create a national multi-media communications strategy which includes a public information campaign aimed at wider society (partners, extended family, community, workplaces).	
<b>Indicator 8 Infant feeding and HIV</b> Are national policies and programmes to support HIV+ mothers in their feeding decisions supported by up-to-date evidence?		<b>6.5</b>
<b>UK</b> Misinformation on HIV and IF is widespread, and HCPs/community workers do not receive up-to-date training on HIV and IF.	<b>UK</b> Train all HCPs/community workers on up-to-date WHO and British HIV Association recommendations on HIV and IF.	
<b>Indicator 9 Infant and young child feeding during emergencies</b> Are guidelines in place to provide protection to infants and young children in case of emergency?		<b>0</b>
<b>UK</b> No national strategies addressing IYCF in emergencies.	<b>UK</b> Each government to develop a national strategy on IYCF in emergencies that is integrated into existing emergency-preparedness plans.	
<b>Indicator 10 Monitoring and evaluation</b> Are monitoring and evaluation data regularly collected and used to improve infant and young child feeding practices?		<b>5</b>
<b>E</b> The UK 5-yearly Infant Feeding Survey has been discontinued. Current data collection is incomplete and too limited in scope.	<b>E</b> Government to mandate additional routine data collection and incorporate into standard midwifery and health-visiting services (to minimise cost and workload) incorporating WHO-compatible definitions and including qualitative data.	
<b>UK</b> United Kingdom <b>E</b> England <b>W</b> Wales		<b>Scores are out of 10:</b> 0–3.5 4–6.5 7–9 >9
		<b>Subtotal 50.5/100</b>

## 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

<b>Indicator 11</b> Early initiation of breastfeeding within 1 hour of birth	60%	9
<b>Indicator 12</b> Mean percentage of exclusive breastfeeding for first 6 months	17%	6
<b>Indicator 13</b> Median duration of breastfeeding	3 months	3
<b>Indicator 14</b> Bottle feeding: percentage of babies of 0–12 months fed with bottle	88%	3
<b>Indicator 15</b> 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 Subtotal 31/50

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

## Total score 81.5/150

### 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  
**WBTi** World Breastfeeding Trends Initiative **WHO** World Health Organization