



STRONGER WITH BREASTMILK ONLY

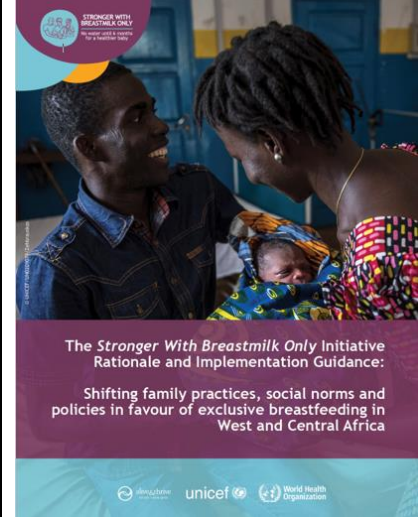
No water until 6 months for a healthier baby

STRONGER WITH BREASTMILK ONLY' TOOLKIT TO GUIDE AND SUPPORT COUNTRIES

The toolkit includes 2 components:

- A. Rationale and implementation guidance
- B. Design process

A. 'Stronger With Breastmilk Only' Initiative Rationale and Implementation Guidance: Shifting Family Practices, Social Norms And Policies In Favor Of Exclusive Breastfeeding

	<ul style="list-style-type: none">➤ The core document gives strategic guidance and tools (listed as annexes below) to design, implement and monitor a national 'Stronger With Breastmilk Only' initiative in a country's unique context.➤ Suggests regional advocacy and communication products, including written and audio-visual resources to use when adapting the 'Stronger With Breastmilk Only' initiative to a national context.➤ Is accompanied by a 'how-to' guide for developing an evidence-driven social and behavioural change strategy: 'Stronger With Breastmilk Only' Initiative Design Process.
<p>Content:</p> <p>In addition to the core document, the Rationale and Implementation Guidance includes annexes that can be tailored to the country's context and that can illustrate a concept or serve as an example. These annexes include:</p> <ul style="list-style-type: none">Annex 1: Integrating 'Stronger With Breastmilk Only' within nutrition-specific and nutrition-sensitive programmesAnnex 2: Some SBC theories and conceptual models underpinning the 'Stronger With Breastmilk Only' regional initiativeAnnex 3: 'Stronger With Breastmilk Only' messagesAnnex 4: Advocacy Messages More evidence that supports the claim 'breastmilk only, no water'Annex 5: Results FrameworkAnnex 6: Available resources and reference used for the 'Stronger With Breastmilk Only' <p>Length: 37 pages (Core document)</p> <p>Available format: Word, Indesign files</p>	

B. The ‘Stronger With Breastmilk Only’ Initiative Design Process: Guide for Designing a National ‘Stronger With Breastmilk Only’ Initiative to Improve Rates of Giving Infants Breastmilk Only in the First Six Months of Life

	<ul style="list-style-type: none"> ➤ The core document describes a five-step methodology for designing an evidence-driven national social and behaviour change initiative, including strategic advocacy to tailor the regional ‘Stronger With Breastmilk Only’ Initiative to your country’s context. ➤ Gives guidance on how to develop: <ul style="list-style-type: none"> - A ‘Stronger With Breastmilk Only’ social and behaviour change strategy targeting families, communities, health care providers and society in general. - A ‘Stronger With Breastmilk Only’ strategic advocacy plan to work with health and nutrition leaders, policy makers and programme managers. ➤ Accompanies ‘Stronger With Breastmilk Only’ Rationale and Implementation Guidance.
<p>Content: In addition to the core document, a number of tools are provided in annex, consisting of information, analysis or material that can be tailored to a country’s unique context. These tools and resources include: Tool 1.1: What topics to consider in a situation analysis (Word 4 pages) Tool 1.2: How to write a problem statement for the initiative (Word 3 pages) Tool 2.1: SBC Analysis Table – Sample from Burkina Faso (Word 15 pages) Tool 2.2: Sample SBC M&E Indicators (Word 2 pages) Tool 2.3: Roadmap & Budget Template (Excel sheet) Tool 2.4: Nine Advocacy Questions (Word 5 pages)</p> <p>Length: 15 pages (Core document) Available format: Word, Indesign files</p>	