

Policy Advocacy

FOR BREASTFEEDING POLICIES

BURKINA FASO

In November 2019, Alive & Thrive, UNICEF, and the WHO launched a multi-year advocacy and social and behavior change initiative to improve exclusive breastfeeding in West and Central Africa. A review of data from across the region showed that the greatest barrier to exclusive breastfeeding was the practice of giving water to children under six months. This initiative, “Stronger with Breastmilk Only,” (SWBO) aims to overcome this barrier by promoting family-friendly policies and social change.

RESEARCH DESIGN

Qualitative methods

RESEARCH QUESTIONS

- Were the advocacy and partnership activities implemented as part of SWBO campaign effective in changing the policy and programmatic environment to better support exclusive breastfeeding?
- What advocacy activities, strategies and tactics took place at the national and sub-national levels?
- What conditions and factors influenced the process of policy and programmatic changes?
- Were change objectives reached?

OUTCOMES

- Resource allocation for breastfeeding programs at sub-national level
- Implementation and enforcement of the Code
- Breastfeeding counseling data for ANC and PNC included in the national annual surveys as well as routine health information system
- Increased coverage and quality of breastfeeding counseling at health facilities

TIMELINE

Starting in April 2021

METHODS

- Desk review to document the interventions, activities, and the observed results, as well as the broader policy context
- Regular calls with A&T staff and partners to provide inputs on the theory of change and activities
- Semi-structured interviews with key informants on factors that have contributed to outcomes
- Ongoing documentation of activities and processes