



Newborn Feeding Cues

1 MOM, I'M HUNGRY
Baby moves their mouth and head.

- Licking lips / Drooling
- Opening mouth
- Turning head

2 MOM, FEED ME QUICK
Baby shows more body movement.

- Stretching
- Wiggling
- Hands at mouth

3 I'M UPSET BECAUSE I'M STARVING
Baby may refuse breastfeeding when they get too hungry and upset.

- Fussing
- Turning red
- Crying

Breastfeed your baby on demand before they get too hungry.

Irish Aid
Government of Ireland

alive&thrive
South East Asia

Source: Queensland Health, Queensland Government



KNOWLEDGE PRODUCT TOOLKIT

ALIVE & THRIVE SOUTHEAST ASIA 2017-2021

1. INTRODUCTION

Alive & Thrive (A&T) is an initiative to save lives, prevent illness, and ensure healthy growth and development. A&T is committed to the promotion and support of maternal nutrition, breastfeeding, and complementary feeding practices recommended by the World Health Organization (WHO) and United Nations Children's Fund (UNICEF). The A&T initiative, managed by FHI Solutions, is currently funded by the Government of Ireland and the Bill & Melinda Gates Foundation.

Since 2014, A&T has provided strategic technical assistance to seven countries in Southeast Asia: Cambodia, Indonesia, Laos, Myanmar, the Philippines, Thailand, and Viet Nam, which are among the 10-member states of the Association of Southeast Asian Nations (ASEAN). A&T has expanded and replicated proven approaches through technical assistance and evidence-based strategic guidance. By supporting partnerships at the regional and national levels, the initiative has accelerated progress toward meeting breastfeeding-related World Health Assembly and Sustainable Development Goals in the region.

Alive & Thrive seeks to transform future work through knowledge management that harnesses the power of implementation learning by continually testing and documenting effective delivery of state-of-the-art nutrition programs at scale. The purpose of this toolkit is to introduce and disseminate knowledge products related to A&T's key interventions and impact in Southeast Asia under three key program objectives, which include:

1. Adoption of policies supportive of breastfeeding

- Code of Marketing of Breast-Milk Substitutes and subsequent World Health Assembly (WHA) Resolutions
- Maternity protection
- Breastfeeding and human milk bank services

2. Improved implementation of maternal, infant, and young child nutrition (MIYCN) interventions

- Centers of Excellence for Breastfeeding
- Early essential newborn care
- Human milk bank services
- Advocacy and social and behavior change (SBC)
- E-learning platforms on infant and young child feeding

3. Strategic use of data for MYICN policies and interventions

- Cost of not breastfeeding
- Monitoring tools and checklists

In addition to the interventions above, this toolkit includes a set of program overview briefs that provide a snapshot of A&T activities in Southeast Asia. A variety of knowledge products, including technical briefs, videos, photo essays, interactive web-based tools, and online learning courses, can be viewed and downloaded by clicking on the links provided. This compilation of resources aims to increase access to user-friendly tools to aid in the planning and development of programs seeking to improve MIYCN services and behaviors.

2. LIST OF KNOWLEDGE PRODUCTS

SECTION A: AN OVERVIEW OF A&T'S WORK IN SOUTHEAST ASIA	
Alive & Thrive Southeast Asia 2017 – 2022 Brief	6
Country Program Briefs	6
SECTION B: ADOPTION OF POLICIES SUPPORTIVE OF BREASTFEEDING	
A guide to effective nutrition advocacy	7
1. Code implementation, national enforcement & advocacy	7
Breastmilk has no substitute: Protecting breastfeeding and enforcing the Code in Cambodia	7
Stop marketing breastmilk substitutes as breastmilk: An essay by Alive & Thrive Southeast Asia	8
Capitalizing on fears, companies promote breastmilk substitutes during the pandemic	8
Tracing the history of a major global force that has supported Code implementation	8
An investigative report on how baby formula companies turn social media into free formula ads in Indonesia	9
Inappropriate promotion of Japanese formula products in Southeast Asian countries	9
2. Maternity protection	9
Workplace lactation support program toolkit in Viet Nam	9
Policy whitepaper: Workplace lactation support programs in Viet Nam	9
Viet Nam Maternity Protection: Timeline for policy change	10
Making breastfeeding work for working mothers in the Philippines	10
3. Breastfeeding services and human milk bank services	10
Breastfeeding in Myanmar: Progress, opportunities, and recommendations for the nutrition community	10

Briefing note: Ensuring every infant has access to breastmilk: Human milk banks in the ASEAN region	11
Human milk bank guidance document: Pre-requisites for setting up a human milk bank	11
Human milk for all infants: A comprehensive approach to early newborn care in Myanmar	11
Briefing note: Making space for human milk banks: Lessons learned from Viet Nam	11
SECTION C: IMPROVED IMPLEMENTATION OF MIYCN INTERVENTIONS	
1. SBC technical assistance	12
People driven design – Innovating for stunting reduction in Indonesia	12
2. Centers of Excellence for Breastfeeding	13
Overview of Centers of Excellence in Cambodia, Laos, Myanmar, and Viet Nam	13
Frequently Asked Questions about Centers of Excellence in Viet Nam	13
Introductory and documentary videos of Centers of Excellence in Viet Nam	13
Map of Centers of Excellence in Viet Nam	13
Educational videos and posters	14
3. Human Milk Banks	14
Minimum Standards for the Establishment and Operation of Human Milk Banks in Southeast Asia	14
Viet Nam National Guideline on the establishment and operation of human milk banks	14
Every Drop Makes a Difference: Human Milk Banks in the Philippines	15
“Establishing the first human milk bank in Viet Nam” brief	15
Breastmilk for all babies – Tu Du Hospital HMB	15
Human milk bank introductory video	15
Human milk bank communication guidelines	16

Sample communication materials	16
HMB case study video	16
World Day of Human Milk Donation – Every drop makes a difference	16
Breastfeeding promotion facilitation guide	17
4. Infant and young child feeding (IYCF) e-learning platforms	17
Infant and young child feeding global e-learning hub	17
Little Sun IYCF e-learning course for Vietnamese speakers	17
SECTION D: STRATEGIC USE OF DATA FOR MIYCN POLICIES AND INTERVENTIONS	
Cost of Not Breastfeeding Tool	18
Case study: Baby-friendly Hospital Initiative: Viet Nam’s Centers of Excellence for Breastfeeding	18
Evaluation checklists and mothers’ experience phone survey	18

SECTION A.

AN OVERVIEW OF A&T'S WORK IN SOUTHEAST ASIA

This section provides an overall snapshot of A&T's interventions to improve MIYCN practices in Southeast Asia.



Alive & Thrive Southeast Asia 2017 – 2022 Brief

This brief highlights the policy advocacy, systems strengthening, and knowledge generation activities that are pivotal in A&T's efforts to improve the nutritional status of mothers and children in Southeast Asia.

English →



Country Program Briefs

These country program briefs describe key interventions, progress, and milestone achievements of A&T and partners in each country.

Vietnam →

Cambodia →

Myanmar →

SECTION B.

ADOPTION OF POLICIES SUPPORTIVE OF BREASTFEEDING

A&T provides strategic input and technical assistance for evidence-based advocacy with the goal of formulating regional and national standards and supporting implementation of breastfeeding-friendly policies in ASEAN countries. Advocacy priorities included the adoption and enforcement of national legislation on the Code of Marketing of Breastmilk Substitutes, maternity protection, and policies that increase access to breastfeeding support services and donor human milk for vulnerable newborns.



[A guide to effective nutrition advocacy](#)

Strategic and well-coordinated advocacy is essential to improving nutrition at scale. Recent efforts in countries throughout Southeast Asia have generated regional momentum and resulted in stronger nutrition policies and programs. This advocacy guide shares the approach, lessons learned from these efforts, and practical tools.

[English](#) →

1. Code implementation, national enforcement & advocacy

The International Code of Marketing of Breastmilk Substitutes (the Code) was adopted by the World Health Assembly (WHA) in 1981. Together with subsequent relevant WHA resolutions, it is a unique and indispensable tool to protect breastfeeding by ensuring restrictions on inappropriate marketing of breastmilk substitutes, feeding bottles, and teats. The more recent WHA resolution 69.9 also includes guidance on restricting the inappropriate promotion of foods for infants and young children (complementary foods). A&T has contributed to global and regional efforts to strengthen implementation of and compliance with the Code, including adoption of national legislation on the Code, strengthened national monitoring and enforcement mechanisms, and advocacy with key stakeholders.



[Breastmilk has no substitute: Protecting breastfeeding and enforcing the Code in Cambodia](#)

The Royal Government of Cambodia has translated the Code into national legislation and is taking action against violators. This photo essay describes efforts by the government and development partners to strengthen enforcement of the Code.

[English](#) →

Opinion: Stop marketing breastmilk substitutes as breastmilk

By Constance Ching / 10 September 2021

Climate Health | Private Sector | Trade & Policy



A customer walks past baby formula products on a supermarket in Singapore city, Singapore, China. Photo by Spencer Platt via Reuters/Corbis

The flashy ads surged across social media just as the World Health Organization announced that COVID-19 was an international health emergency in 2020.

ColoBaby, a breast milk substitute—or BMS—formula in Vietnam, posted a picture of WHO Director-General Tedros Adhanom Ghebreyesus with a quote: “The world is entering a decisive moment when coronavirus disease is spreading more rapidly.” Next to that were health claims: “ColoBaby boosts immune system” and “prevents respiratory and digestive infections caused by viruses and bacteria.”

It was hardly an isolated example. A study by Alive & Thrive, which I co-authored, examined how companies’ marketing tactics capitalized on the pandemic, identifying examples in 14 countries by nine companies.

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See more

RECOMMENDED FOR YOU

- Modems to supply the African Union with 110 million COVID-19 vaccines

*Start from advertising, summaries

Stop marketing breastmilk substitutes as breastmilk: An essay by Alive & Thrive Southeast Asia

This opinion essay by A&T Southeast Asia that was published on Devex describes how, 40 years after the adoption of the Code, breastfeeding advocates around the world are still fighting the harmful marketing of breastmilk substitutes (BMS). What went wrong? And who is responsible for fixing it? This essay discusses common marketing tactics used by BMS companies and reveals lobbying activities by the BMS industry aimed at weakening implementation of the Code.

English →



Capitalizing on fears, companies promote breastmilk substitutes during the pandemic

Led by A&T ASEAN with contributions from A&T team members across the globe, the study “Old Tricks, New Opportunities: How Companies Violate the International Code of Marketing of Breast-Milk Substitutes and Undermine Maternal and Child Health during the COVID-19 Pandemic” reviews promotional materials and activities of the BMS industry during the pandemic. Results show that BMS companies are capitalizing on fears related to COVID-19, using health claims, donations, and misinformation about breastfeeding to deceive mothers and parents. The study also provides policy and programmatic recommendations to address these issues.

Short introductory video →

News essay →

NEWS From a little apartment to the world stage: How the International Code Documentation Centre implement the Code

10/02/2021

By Constance Ching

Constance Ching is a Technical Consultant on Code Advocacy and Implementation in the Alive & Thrive program in Southeast Asia and former Program Manager of IFAN/ICCDC.

It all started in a little apartment in Geneva. It was the 70s. The Baby Killer and the Kennedy hearing got the public to raise eyebrows about harmful marketing tactics of infant formula companies and the effect on the global health of breastfeeding.

In October 1978, WHO, together with UNICEF held a historic joint meeting with the participation of government delegates, NGOs, BMS industry and public health professionals. From the first time NGOs and industry were invited as participants with equal status as government delegates. The meeting was instrumental to the subsequent adoption of the International Code of Marketing of Breast-Milk Substitutes (the Code) in 1981 by the World Health Assembly.

The NGO participants, whom Amelie Allan increasingly referred to as “breastfeeding people”, reached a place to stay in a modest one-bedroom apartment. Allan, who was living in Geneva at the time, offered her apartment for accommodation. She could not have imagined it then, but that her graduate would lead her on a path to become the CEO and Founder of the International Code Documentation Centre.

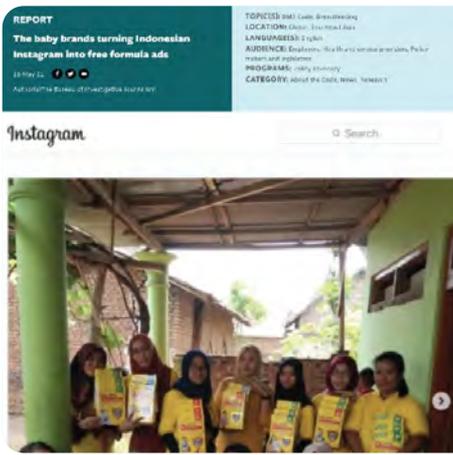
Her apartment became a place to strategize on how to deal with industry influence. Urged by UNICEF to join the fight against corporations pushing formula before babies, Allan set up the Geneva Breastfeeding Association (GABA) as the base to lobby with UN agencies and later helped form a network of women from the International Baby Food Action Network (IBFAN) at the WHO/UNICEF joint meeting in 1981, which now consists of over 40 public interest groups, working globally to improve the promotion and support of breastfeeding and optimal infant feeding practices through national and implementation of the International Code and relevant WHO Resolutions.



Tracing the history of a major global force that has supported Code implementation

This essay describes the development of the International Code Documentation Centre that was based in Penang Malaysia, an organization that has been instrumental in the drafting and adoption of the Code and subsequent relevant WHA resolutions, and in supporting numerous governments (including those in Southeast Asia) in adopting national laws that give effect to the Code.

English →



An investigative report on how baby formula companies turn social media into free formula ads in Indonesia

This in-depth investigative report published by The Bureau of Investigative Journalism reveals how multinational formula companies, such as Nestlé and Danone, are using social media to market directly to consumers in Southeast Asia in ways that raise serious concerns about Code violations.

[English →](#)



Inappropriate promotion of Japanese formula products in Southeast Asian countries

This slide-deck highlights Code violations by Japanese BMS companies in Southeast Asia, which were revealed during a regional study by A&T in 2018.

[English →](#)

2. Maternity protection

Breastfeeding-friendly employment practices must be prioritized to increase breastfeeding rates and improve the health, nutrition, and wellbeing of mothers, children, and society. This section includes evidence on the benefit of maternity protection and workplace lactation support, as well as implementation toolkits that A&T developed for policy makers, advocates, employers, and mothers.



Workplace lactation support program toolkit in Viet Nam

Information and practical guidance for institutions, companies, and other organizations interested in implementing policies and interventions to support lactation in the workplace.

[English and Vietnamese →](#)



Policy whitepaper: Workplace lactation support programs in Viet Nam

This policy whitepaper provides background, information, and recommendations aimed at informing policy change related to workplace lactation support programs in Viet Nam.

[English and Vietnamese →](#)



VIET NAM MATERNITY PROTECTION:
TIMELINE FOR POLICY CHANGE



Viet Nam Maternity Protection: Timeline for policy change

The document synthesizes A&T’s comprehensive approach to advocating for changes in maternity protection policies, highlighting key achievements related to each approach.

English →



Making breastfeeding work for working mothers in the Philippines

Making breastfeeding work for working mothers in the Philippines

This photo essay sheds light on the challenges that working mothers in the Philippines face to continue breastfeeding and highlights the importance of workplace lactation support programs.

English →

3. Breastfeeding services and human milk bank services

This section includes resources that can be used to inform policymakers on the importance of a strong policy framework to support breastfeeding, early essential newborn care (EENC), and human milk bank (HMB) services. Additional resources that describe specific interventions to promote application of EENC and establishment of HMBs in Southeast Asia can be found in section C of this toolkit.



GRAPHIC/POSTER
The changing face of breastfeeding in Myanmar: A photo essay
14 Sep 19

UNICEF @unicefmyanmar
LOCATION: Myanmar
LANGUAGE(S): English
AUDIENCE: (Government, Media and community Policy makers and
Programs)
PROGRAMS: Policy activities

Breastfeeding in Myanmar: Progress, opportunities, and recommendations for the nutrition community

In Myanmar, the prevalence of exclusive breastfeeding has increased substantially in recent years. To gain a better understanding of the dramatic improvement, UNICEF and A&T analyzed feeding practices of infants under 6 months of age in eight states and regions and proposed recommendations for future nutrition interventions.

A&T also met eight women who represent the new faces of breastfeeding in Myanmar and told their stories through a photo essay: **“The changing face of breastfeeding in Myanmar”**

Brief (English) →

Photo Essay (English) →



Briefing note: Ensuring every infant has access to breastmilk: Human milk banks in the ASEAN region

This brief highlights how HMBs can protect, promote, and support breastfeeding and recommends how governments, hospitals, and the community can contribute to HMB effectiveness and sustainability.

English →



Human milk bank guidance document: Pre-requisites for setting up a human milk bank

A&T worked with UNICEF to develop a brief on HMB services as a component of breastfeeding-friendly health systems. This document outlines criteria and pre-requisites for hospitals wishing to establish HMBs as well as lessons learned in Viet Nam.

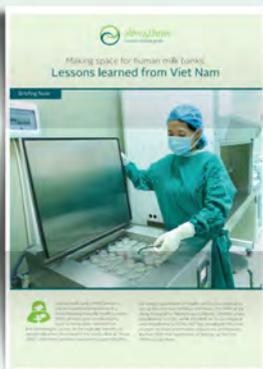
English and Vietnamese →



Human milk for all infants: A comprehensive approach to early newborn care in Myanmar

A&T worked with UNICEF to develop a brief on human milk banking as a component of breastfeeding-friendly health systems. The brief includes background on HMB establishment and operation in Myanmar and calls for action from policy makers to facilitate timely access to breastmilk for at-risk newborns through the HMB initiative.

English →



Briefing note: Making space for human milk banks: Lessons learned from Viet Nam

A&T and other partners supported the Da Nang Department of Health and Tu Du Hospital to set up the first two HMBs in Viet Nam. By sharing information, resources, and lessons learned from the experience, this brief advocates for regional scale-up.

English →

SECTION C.

IMPROVED IMPLEMENTATION OF MIYCN INTERVENTIONS

To improve MIYCN practices, A&T enhances the capacity of medical institutions and health service providers to implement EENC protocols and provides technical assistance to ASEAN countries to develop and execute MIYCN SBC plans. This section includes documents related to SBC, campaigns, the Centers of Excellence for Breastfeeding initiative, and e-learning platforms to promote MIYCN-friendly practices promote improved MIYCN behaviors.

1. SBCC technical assistance



People driven design – Innovating for stunting reduction in Indonesia

To inform a process refresh of the Government of Indonesia’s National Strategy to Accelerate Stunting Reduction 2018-2022 (StraNas Stunting) and the subsequent localization of SBC plans at the district-level, A&T developed a set of informational e-booklets based on the design and results of formative research completed in 2019. These materials present and explain an innovative people-driven design process used to fill in gaps in understanding about priority MIYCN and early childhood development practices.



[Guideline →](#)

[Desk review →](#)

[Roadmap →](#)

2. Centers of Excellence for Breastfeeding

The Centers of Excellence for Breastfeeding initiative (COE) improves the quality of maternal and newborn care and promotes implementation of the “Ten Steps to Successful Breastfeeding” in health facilities across Cambodia, Laos, Myanmar, and Viet Nam. The innovative model uses assessment, monitoring, and communications materials to facilitate early and exclusive breastfeeding. The documents below give audiences an overview of the model, including methodologies, progress, accreditation process, evaluation tools, and checklists.



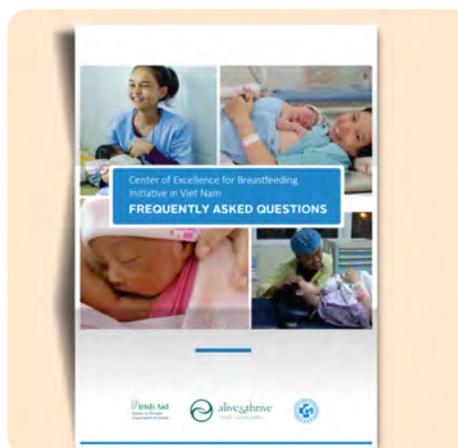
Overview of Centers of Excellence in Cambodia, Laos, Myanmar, and Viet Nam

Based on the varying legal frameworks of each country and their progress on newborn care and breastfeeding services, A&T designed different country-specific COE models. These briefs describe the approach in each country and progress to date.

[Cambodia →](#)

[Viet Nam →](#)

[Myanmar →](#)



Frequently Asked Questions (FAQs) about Centers of Excellence in Viet Nam

Program implementers, hospitals, government officials, and others interested in the COE model may have questions regarding its definition, methodologies, progress, impact, sustainability, and scalability. This FAQs document provides comprehensive answers to questions surrounding COE.

[English →](#)

[Vietnamese →](#)



Introductory and documentary videos of Centers of Excellence for Breastfeeding in Viet Nam

A two-minute animation video introduces the COE model in Viet Nam, along with five documentary videos on the first five COE in Viet Nam.

[English →](#)

[Vietnamese →](#)



Map of Centers of Excellence in Viet Nam

This map provides an updated list of hospitals that have enrolled in initiative as well as hospitals already designated as COE in Viet Nam.

[English →](#)

[Vietnamese →](#)



Educational videos and posters

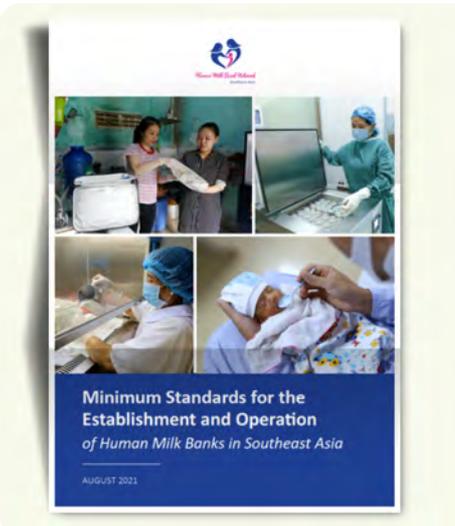
A set of educational posters and videos for mothers and job aids for health workers to promote key practices, including:

- Breastfeeding on demand
- 90 minutes of uninterrupted skin-to-skin contact to ensure newborns complete the nine instinctive stages after birth
- Exclusive breastfeeding and an understanding of the harmful effects of breastmilk substitutes

Posters (English, Burmese, and Vietnamese) →
and Videos (English and Vietnamese)

3. Human milk bank services

For newborns unable to receive breastmilk from their mothers, HMBs serve a vital role. Human milk bank services are an essential component of a breastfeeding-friendly health system, giving preterm, low birthweight, and otherwise vulnerable infants access to the multiple benefits of breastmilk when they need it most. HMB materials in this section describe the prerequisites, process, and protocol to establish a HMB and measure progress and impact



Minimum Standards for the Establishment and Operation of Human Milk Banks in Southeast Asia

This document, which was developed through a series of country-level and regional consultations with human milk banking experts, provides core recommendations, protocols, and activities that together comprise minimum acceptable requirements for the recruitment and screening of human milk donors and the donation, processing, storage, testing, labelling and distribution of donor human milk throughout the region.

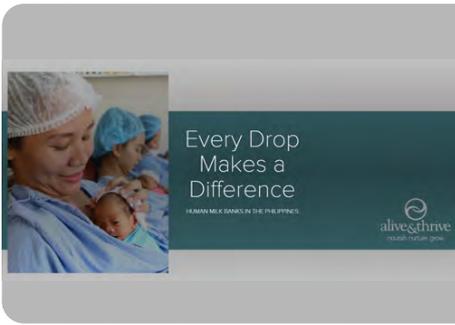
English →



Viet Nam National Guideline on the establishment and operation of human milk banks

In the absence of global guidelines, Viet Nam developed its National HMB Guidelines based on international best practices and four years of experience with implementation. A&T as well as HMB staff were part of the drafting committee, participating in several rounds of consultation workshop by several rounds of consultation workshops hosted by the Ministry of Health.

Vietnamese → English →



Every Drop Makes a Difference: Human Milk Banks in the Philippines

This photo essay explores how HMBs benefit families in the Philippines.

[English →](#)



“Establishing the first human milk bank in Viet Nam” brief

In February 2017, the first HMB in Viet Nam opened at the Da Nang Hospital for Women and Children.

This brief, entitled “Establishing Viet Nam’s first human milk bank”, highlights the rationale, establishment process, and expected results of Da Nang HMB.

The photo essay “From Breast to Benefit: The Journey of Donor Human Milk” describes the pasteurization process to ensure the safety of donor human milk.

[Brief →](#)

[Photo essay →](#)



Breastmilk for all babies – Tu Du Hospital HMB

Through support from A&T and Irish Aid, Tu Du Hospital launched Viet Nam’s second HMB in 2019. With an annual birth rate of approximately 70,000, Tu Du is one of the largest maternity hospitals in Viet Nam.

[English →](#)



Human milk bank introductory video

The following infographic video provides a definition of HMB and describes operation processes and targeted users.

[English and Vietnamese →](#)

Human Milk Bank Overview Infographic Video (Eng subtitles)



Human milk bank communication guidelines

The following guidelines contain instructions on the appropriate use of logo, colors, and key messages in partner communications related to HMBs in Viet Nam.

[English and Vietnamese](#) →



Sample communication materials

A&T has created a set of communications materials with designs and messages that have been tested with mothers and families. The sample kit includes murals, posters, promotional items, ID cards and signboards.

[HMB decoration package](#) →

[HMB promotion items package \(English and Vietnamese\)](#) →



HMB field note and case study

The following video highlights Niem, the first human milk donor of Da Nang Human Milk Bank, as she tells her donation story.

[Video \(English and Vietnamese\)](#) →



World Day of Human Milk Donation – Every drop makes a difference

A&T in collaboration with the Global Alliance of Milk Banks and Associations (GAMBA) initiated a World Day of Human Milk Donation campaign, featuring HMB supporters from around the world in a video and photo mosaic thanking mothers for their gift of human milk.

[News \(English\)](#) →



Breastfeeding promotion facilitation guide

These facilitation guides are used by HMB staff to promote breastfeeding, recruit donors, and provide educational counseling sessions with donor mothers in hospital.

English and Vietnamese →

4. Infant and young child feeding (IYCF) e-learning platforms

Building the knowledge and capacity of healthcare workers to deliver more effective services is a core strategy to improve MIYCN behaviors in Southeast Asia and globally. This section describes three courses designed by A&T, including IYCF global e-learning hub, Little Sun IYCF e-learning course for Vietnamese audiences, and a mobile application providing parental counseling.



IYCF global e-learning hub

IYCFHub provides free, online courses in English and French for frontline health workers, health extension workers, and other healthcare professionals.

English →



Little Sun IYCF e-learning course for Vietnamese speakers

This course can be used by anyone interested in obtaining general knowledge about child nutrition or for nutrition counselors seeking an in-depth educational review. The Little Sun social franchise model, designed by A&T and the National Institute of Nutrition, provides quality IYCF counseling services primarily in public health facilities at province, district, and commune levels.

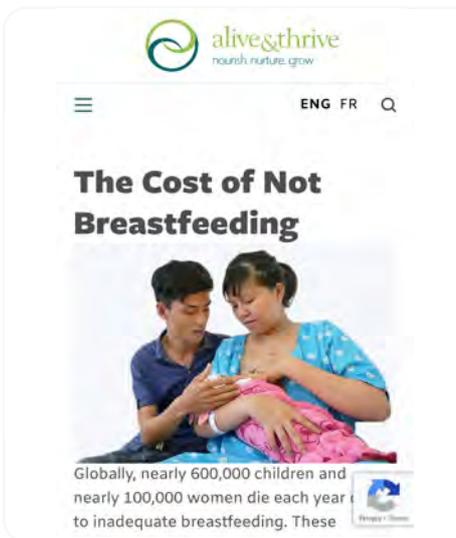
Little Sun e-learning course (Vietnamese) →

Toolkit (Vietnamese) →

SECTION D.

STRATEGIC USE OF DATA FOR MIYCN POLICIES AND INTERVENTIONS

A&T ensures that programmatic decisions - from design to shaping advocacy messages to improving implementation and management - are based on data. This section features an advocacy tool to calculated the cost of not breastfeeding at the global and country levels, a case study on the Centers of Excellence for Breastfeeding, and a monitoring toolkit to assess EENC and breastfeeding services.



Cost of Not Breastfeeding Tool

Globally, nearly 600,000 children and nearly 100,000 women die each year due to inadequate breastfeeding practices. These preventable deaths combined with cognitive losses and the financial burden of inadequate breastfeeding on healthcare systems leads to over \$340 billion in economic losses annually. A&T created a tool to help estimate the economic losses of low- and middle-income countries due to not breastfeeding according to recommendations.

[Tool and related communication materials \(English\) →](#)



Case study: Baby-friendly Hospital Initiative: Viet Nam’s Centers of Excellence for Breastfeeding

The case study "Baby-friendly Hospital Initiative: Viet Nam’s Centers of Excellence for Breastfeeding" is an article in the [Compendium of Skilled Breastfeeding Counselling Case Studies Report](#) by the Global Breastfeeding Collective, which featured outstanding breastfeeding models from around the world.



Evaluation checklists and mothers’ experience phone survey

These tools can be used to assess and determine a hospital’s suitability as a designated Center of Excellence for Breastfeeding.

[Checklists \(English and Vietnamese\) →](#)

[Phone survey \(English and Vietnamese\) →](#)

