

Becoming Breastfeeding Friendly in Germany - Results and Lessons Learnt



Maria Flothkötter
Healthy Start – Young Family Network



Elodie Bonvoisin mit Timothé, Jessica Bonvoisin-Zou mit Sbylle,
Josephine Ghesquiere mit Marius / © ILL France

National Breastfeeding
Week
6.10.2021



Introduction

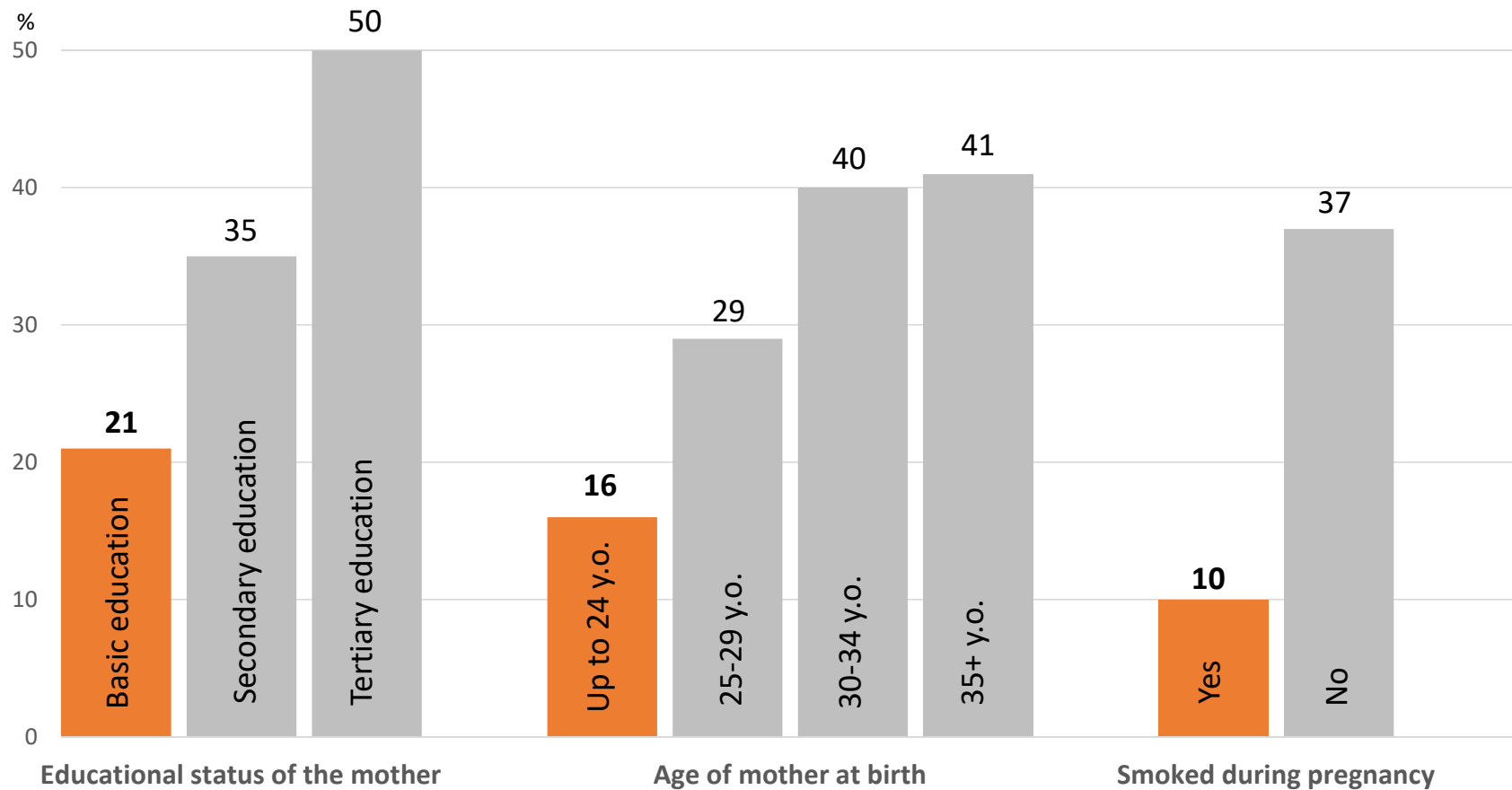


- ▶ Population: 83 Mio
- ▶ **federal**, democratic parliamentary republic since 1949 within the European Union
- ▶ High income country, poor breastfeeding rates
- ▶ national Breastfeeding Committee since 1994



© Oksana Kurmina – stock.adobe.com

Exclusively breastfed after 4 months (%)



→ Research projekt: BECOMING BREASTFEEDING FRIENDLY (BBF)



Breastfeeding Gear Model – the framework

- **8 gears** (= key action areas) at work and in harmony for large-scale improvement in a country's national breastfeeding program

Breastfeeding Gear Modell ^a Pérez-Escamilla et al. Adv Nutr 2012

Methodology: Benchmarks, Scoring und BBF-Index

Scoring of **54 Benchmarks**
in **8 Gears** (8 key areas of action)

BBF Index = expresses the degree of Breastfeeding Friendliness

Between 0 and 3:

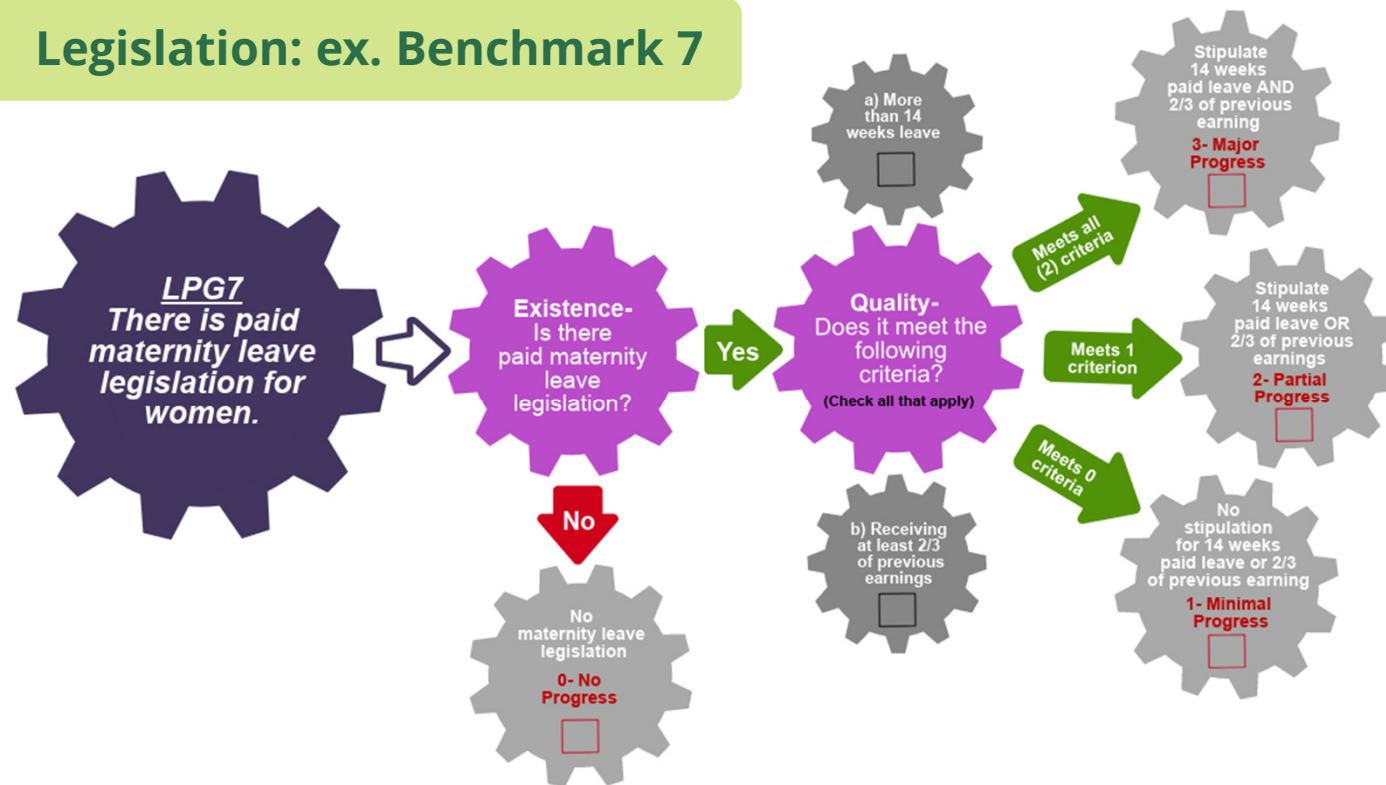
0 = framework **missing**
3 = framework **excellent**

→ **Gear score**
→ **Total Score**



Methodology: Scoring

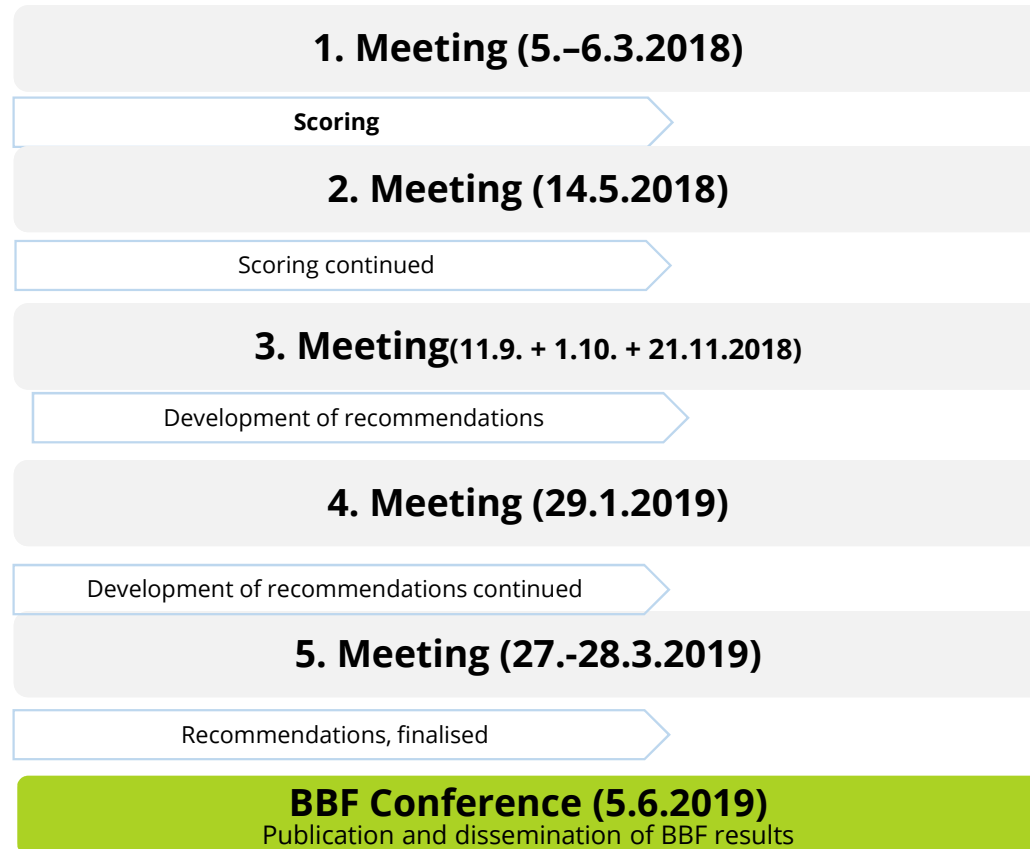
Legislation: ex. Benchmark 7



BBF process in Germany



BBF Expert Committee



**Data collection +
Scoring**

**Recommendations
and calls to action**

Your guess requested!

How Breastfeeding Friendly is your country,
The Netherlands?

Choose between 0 and 3:

0 = **low** breastfeeding friendly environment

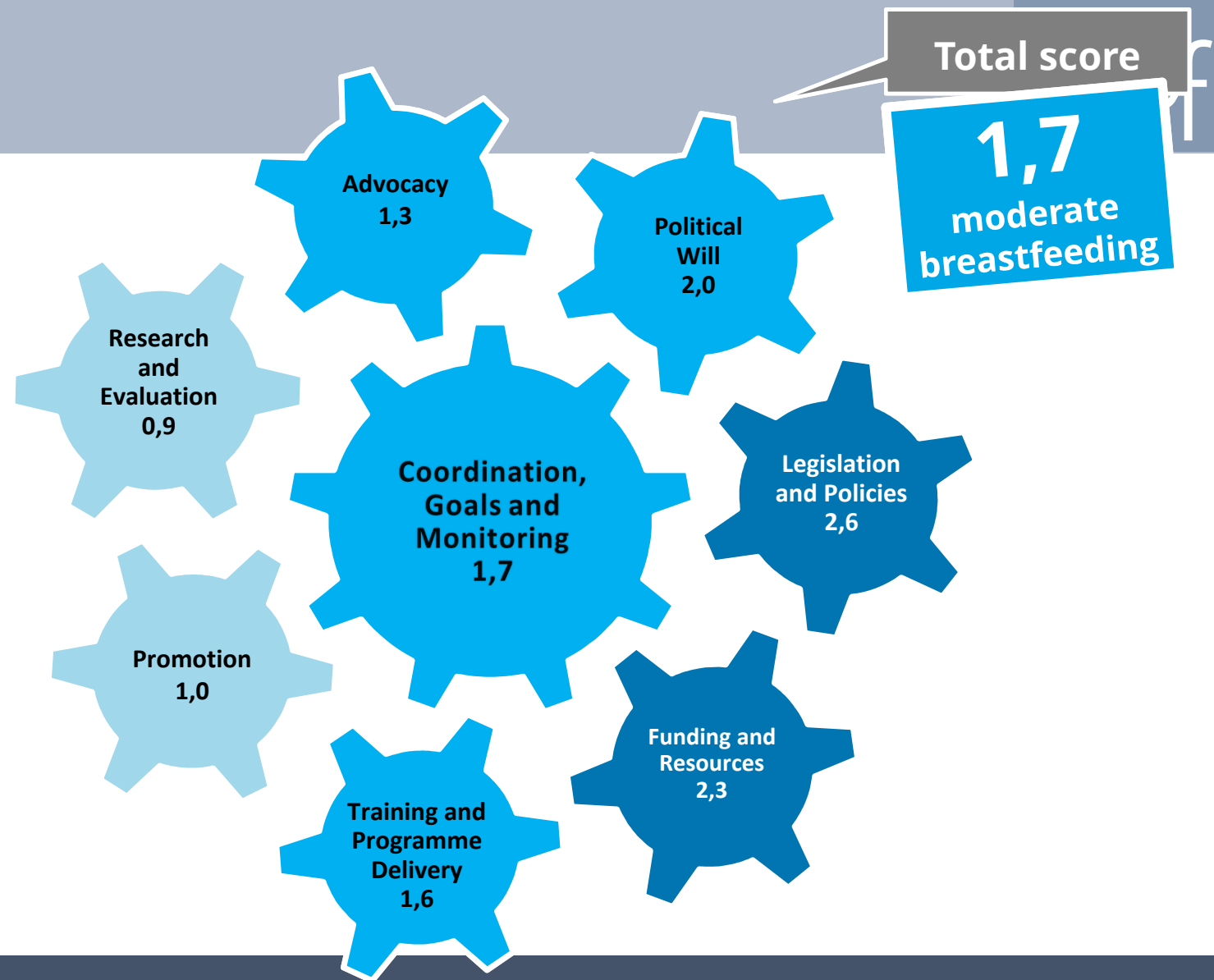
3 = **high** breastfeeding friendly environment

→ [Mentimeter](#)



Results

- ▶ Plenty of single activities, quality?
 - ▶ Few coordination
 - ▶ No overarching strategy
 - ▶ Weak awareness
- **Low impact**



Key recommendations

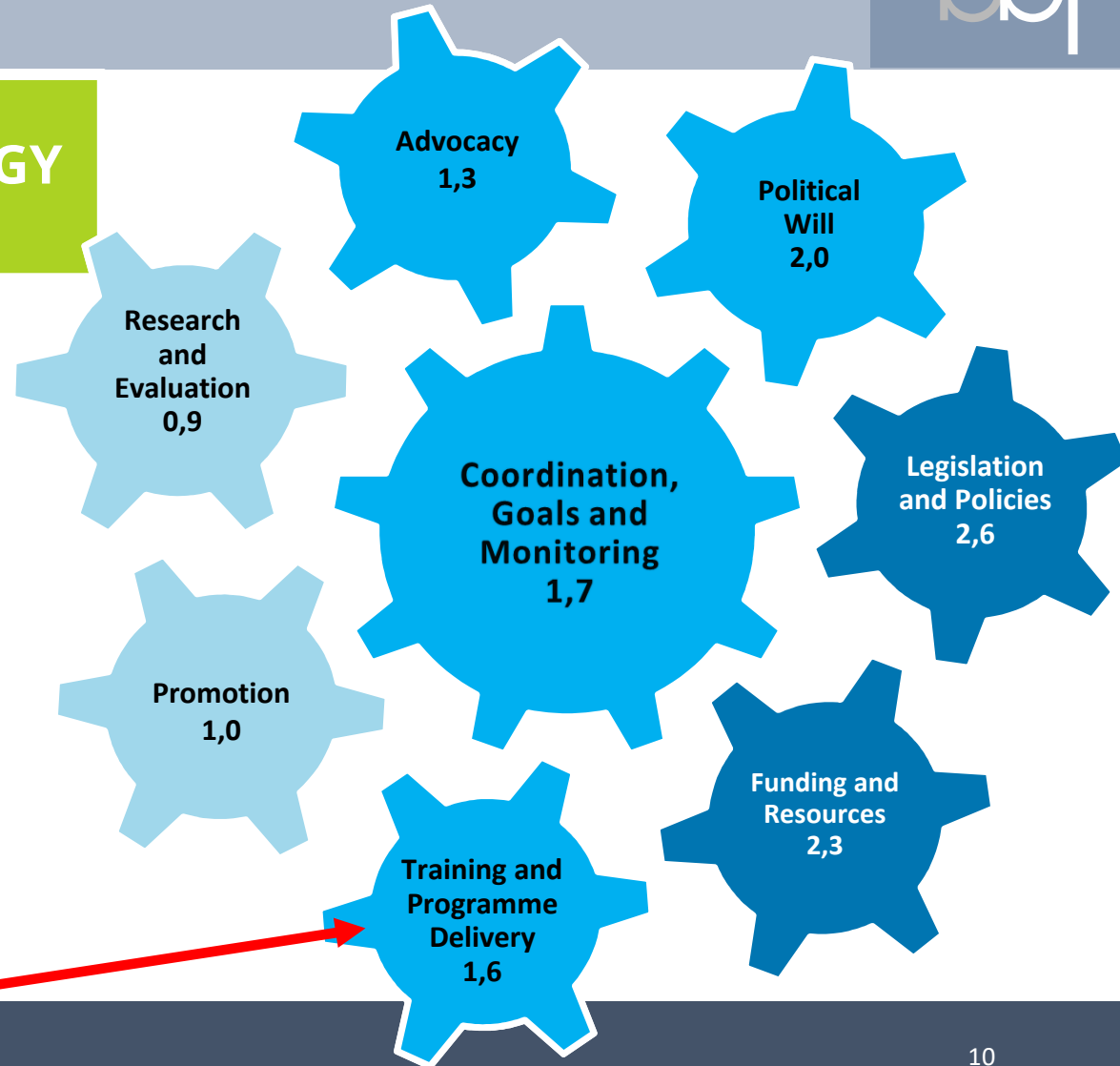
NATIONAL BREASTFEEDING STRATEGY

National Breastfeeding communication campaign

Establishing a Breastfeeding Monitoring System

Breastfeeding & Work
Marketing of breastmilk substitutes

- Standards in Care and Education of (Health) Professionals
- Municipal Care Network (Chains)



1. **National conference** on results and implementation
2. **PR activities**
 - increasing awareness
 - enhancing “political pressure”
3. **Political decisions** on:
 - National Breastfeeding Strategy (participatory process)
 - Breastfeeding coordination unit
 - Communication campaign
 - Breastfeeding monitoring
 - “new” breastfeeding committee



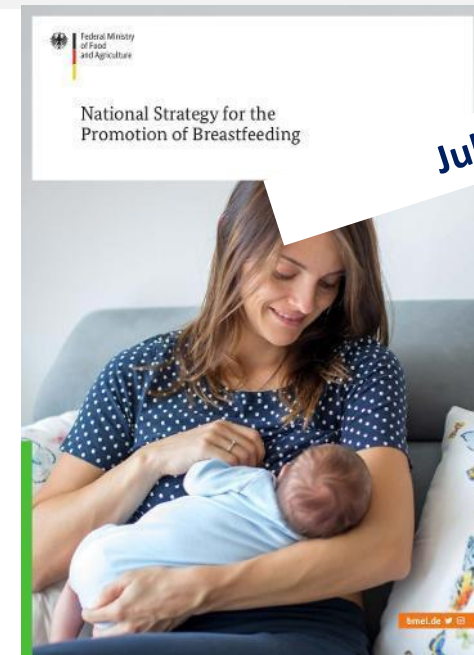
- ▶ Profound understanding on the “mechanics” of breastfeeding promotion within our national (political) system
 - focus on improving the structures of the given system (not creating additional “interventions”)
- ▶ Stakeholder involvement was challenging (time, consensus), but **the key factor** for successful implementation
- ▶ adequate resources for research and data evaluation to relieve the committee members



Further information ...



<https://www.gesund-ins-leben.de/info/healthy-start-young-family-network/becoming-breastfeeding-friendly/>



July 7th 2021

bmel.de/breastfeeding-strategy

<https://ysph.yale.edu/bfci/>

www.gesundinsleben.de



Thanks!

© Russ Desauiniers 2011

Gefördert durch:



aufgrund eines Beschlusses

Das Forschungsvorhaben Becoming Breastfeeding Friendly wird mit Förderung des Bundesministeriums für Ernährung und Landwirtschaft vom Netzwerk Gesund ins Leben und der Nationalen Stillkommission gemeinsam mit der Universität Yale durchgeführt.

© Bundesanstalt für Landwirtschaft und Ernährung (BLE) 2019
www.gesund-ins-leben.de

in form
Disziplinäre Initiative für gesunde Ernährung
und mehr Bewegung

Das Netzwerk Gesund ins Leben ist Teil der Initiative in FORM und angesiedelt im Bundeszentrum für Ernährung (BZfE).

bbf
Yale