

Becoming Breastfeeding Friendly in Germany – Results and Lessons Learnt



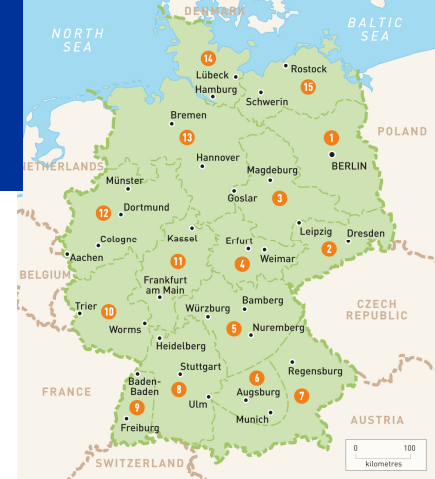
Maria Flothkötter

Healthy Start – Young Family Network

National Breastfeeding
Week
6.10.2021



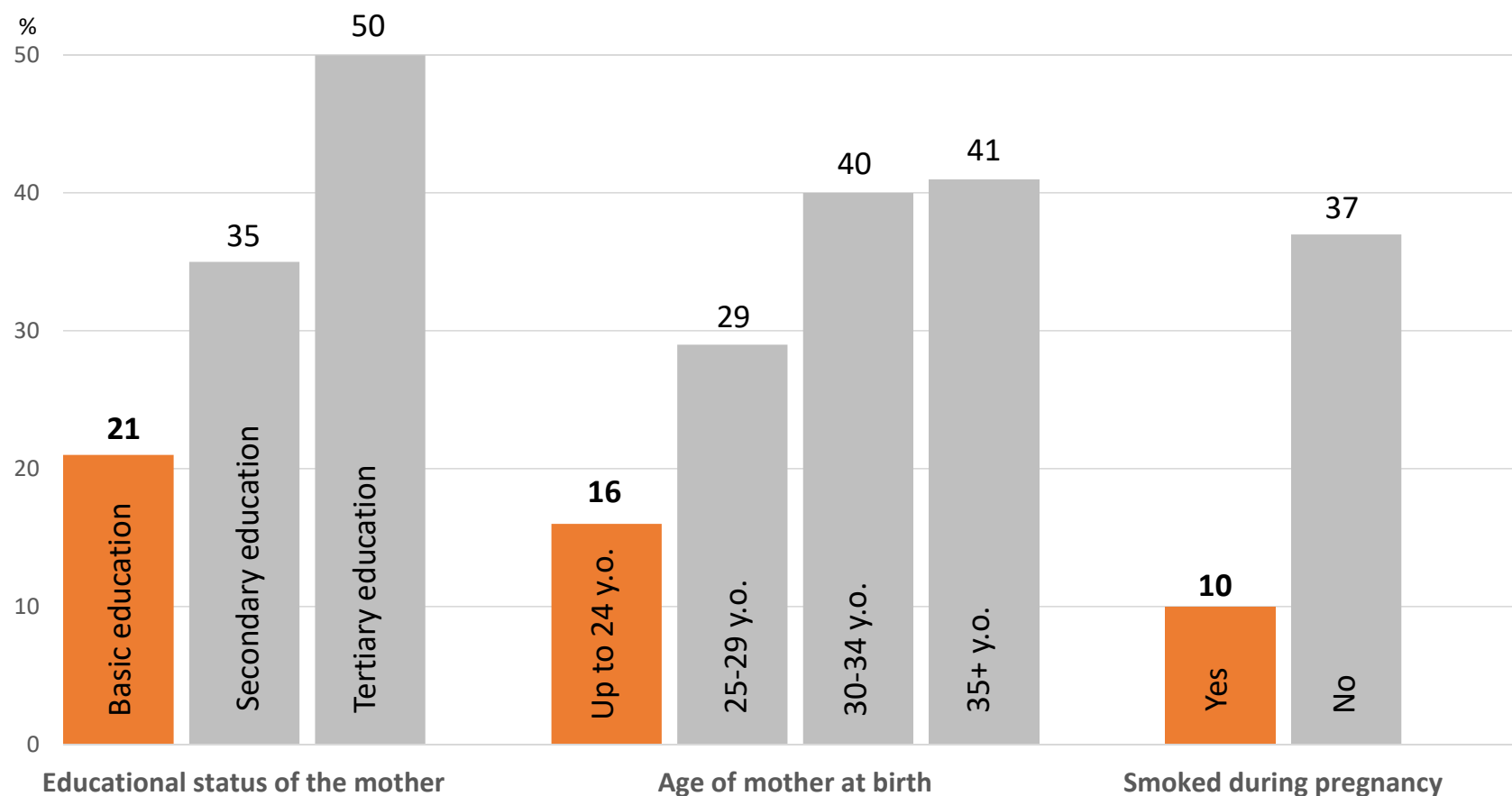
Introduction



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



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**

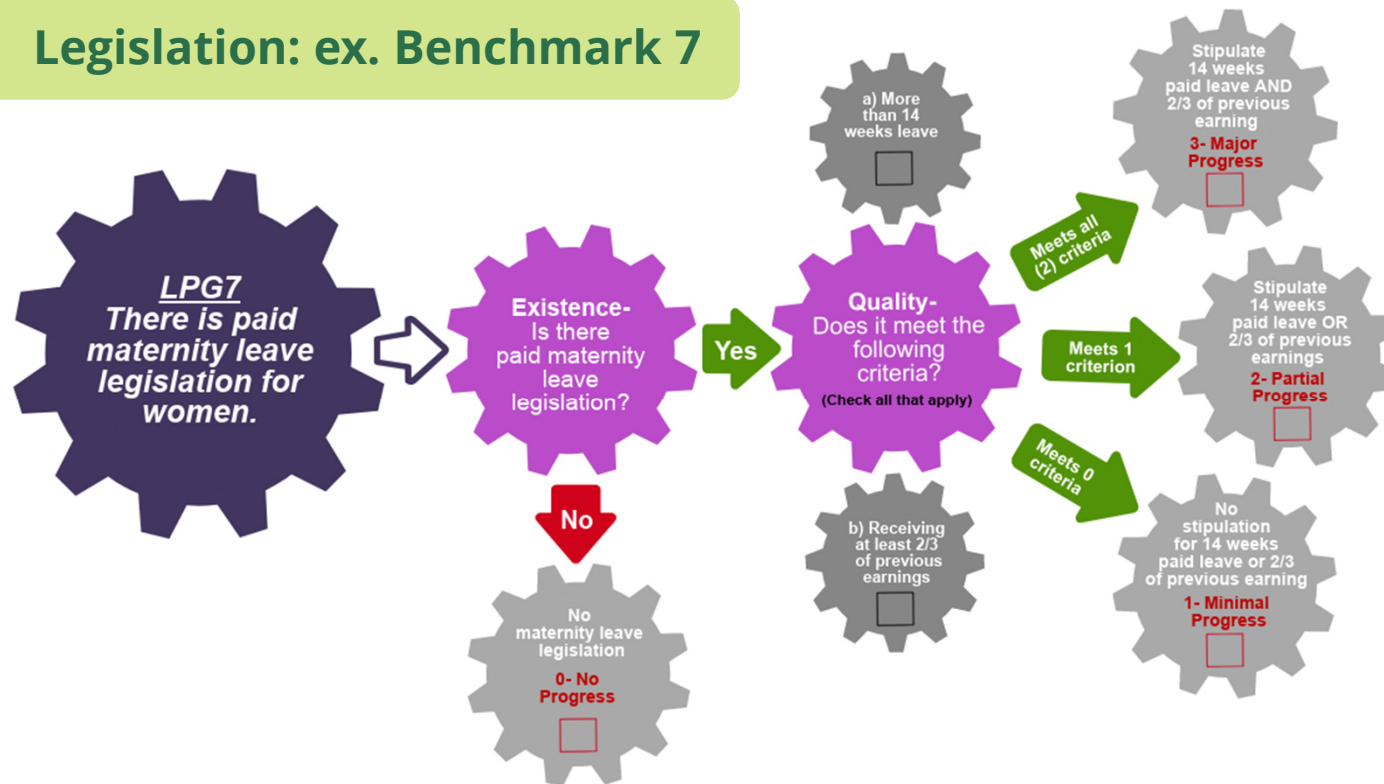
→ **Gear score**

→ **Total Score**



Methodology: Scoring

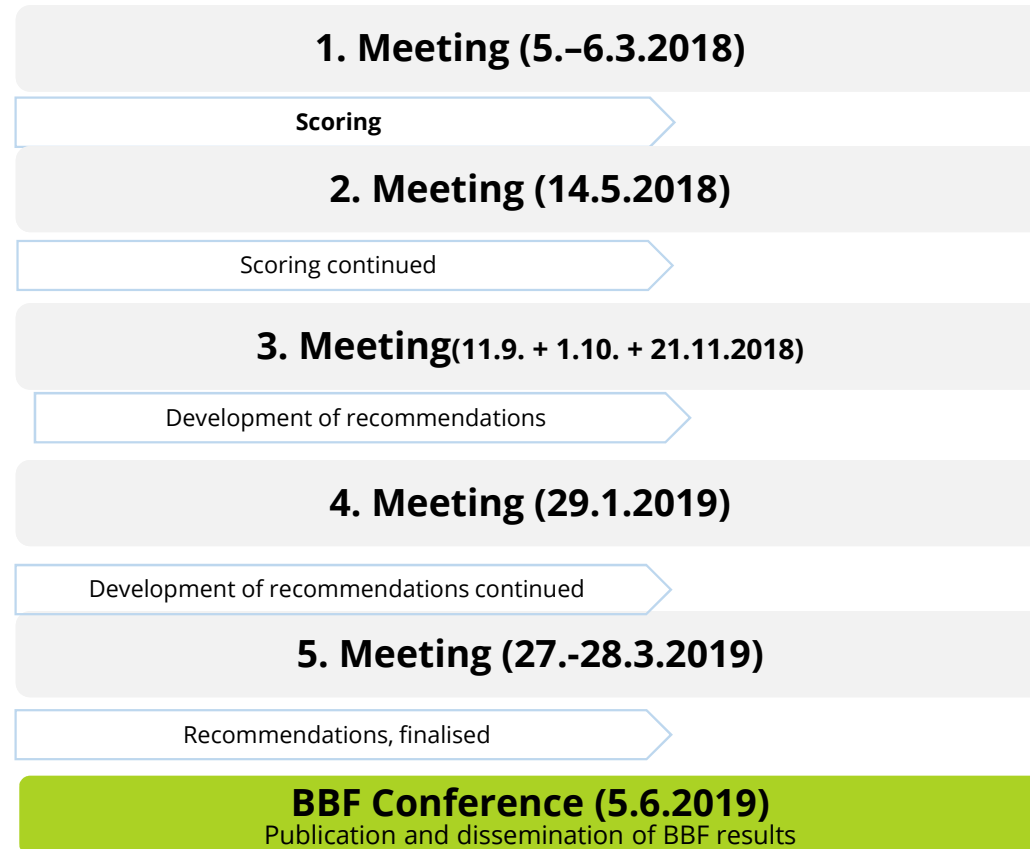
Legislation: ex. Benchmark 7



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

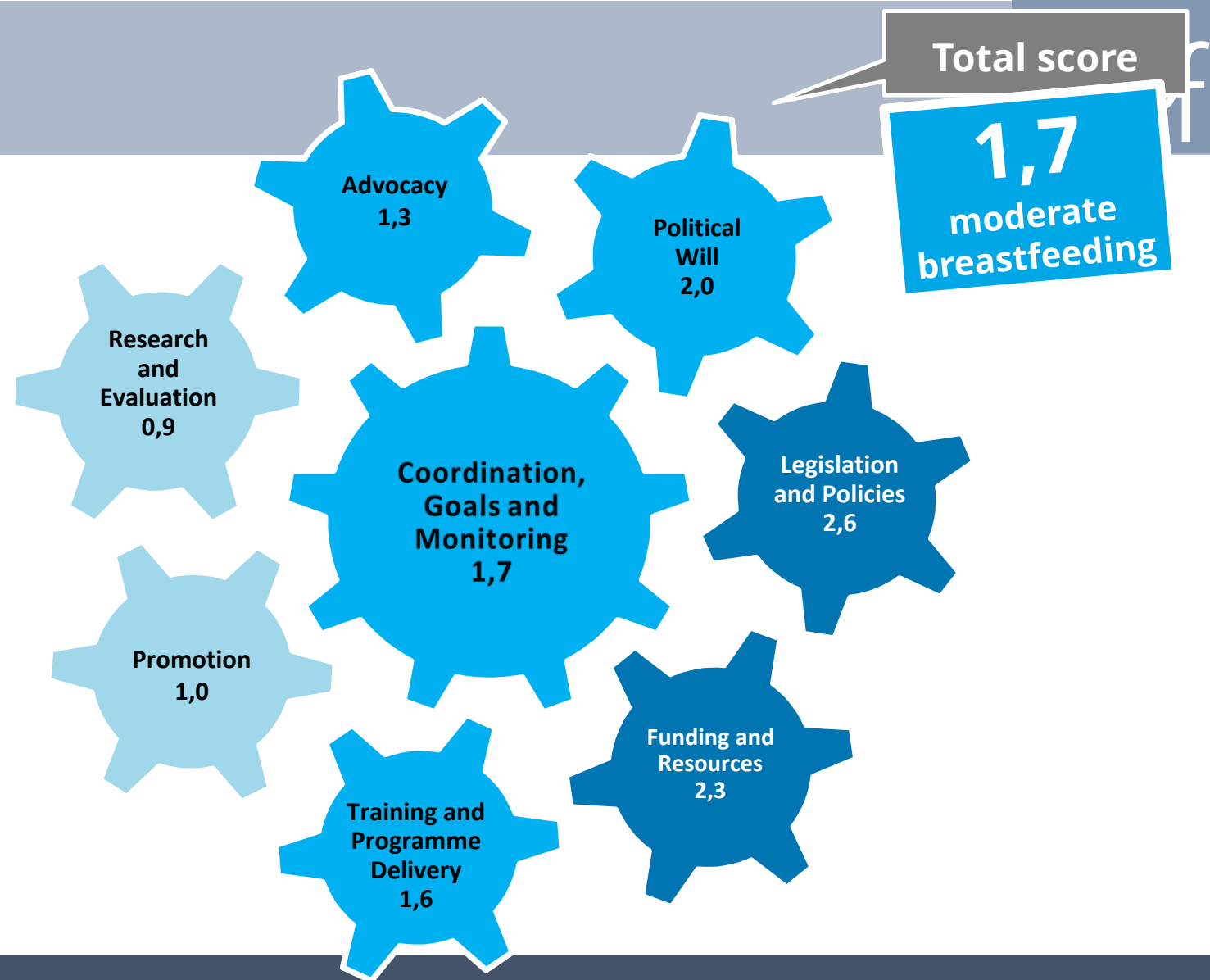
→ **Mentimeter**



Results

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

→ **Low impact**



Key recommendations

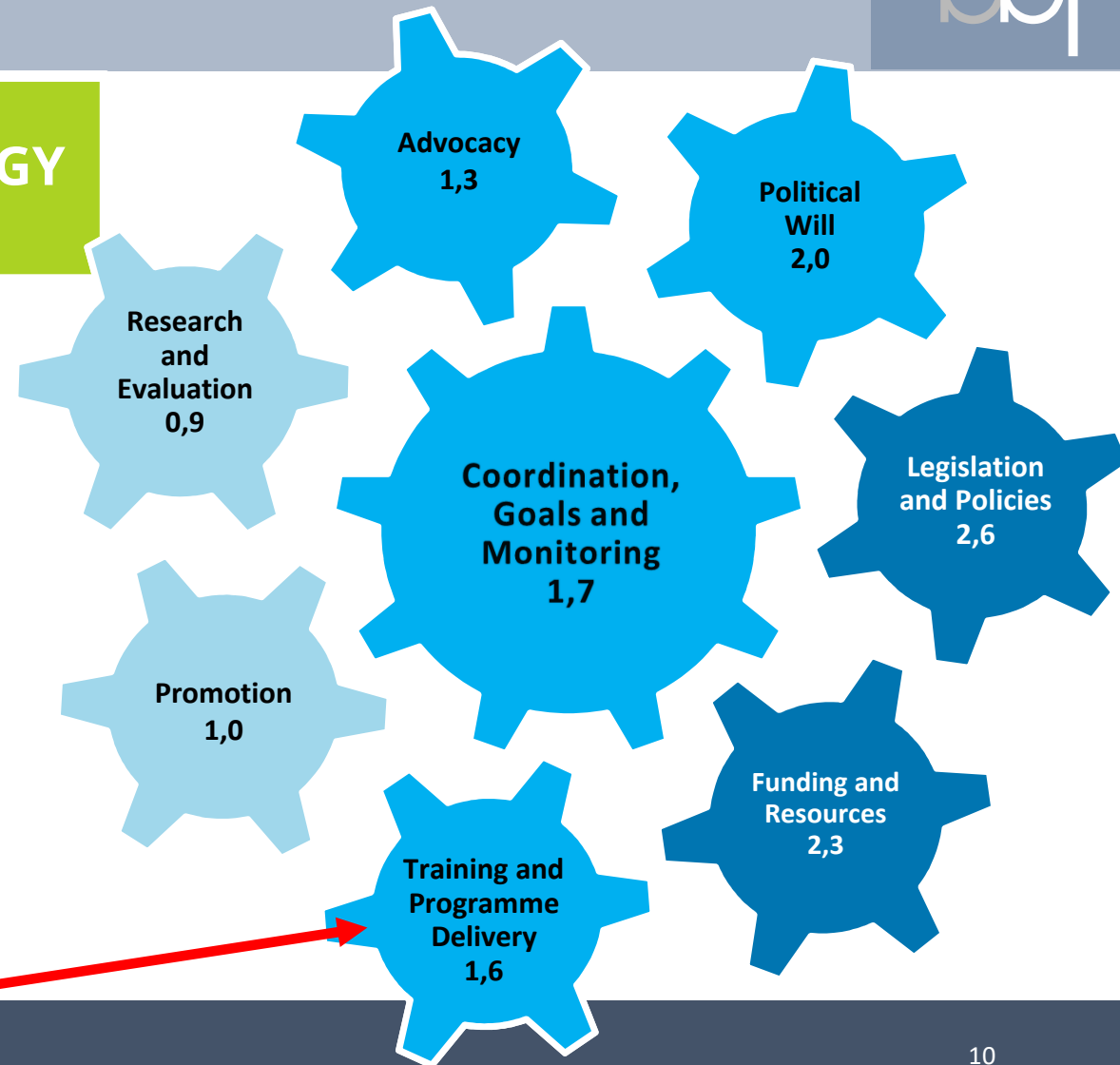
NATIONAL BREASTFEEDING STRATEGY

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)



What has happened with the BBF recommendations?

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



Lessons learned

**Unique process
and results!**

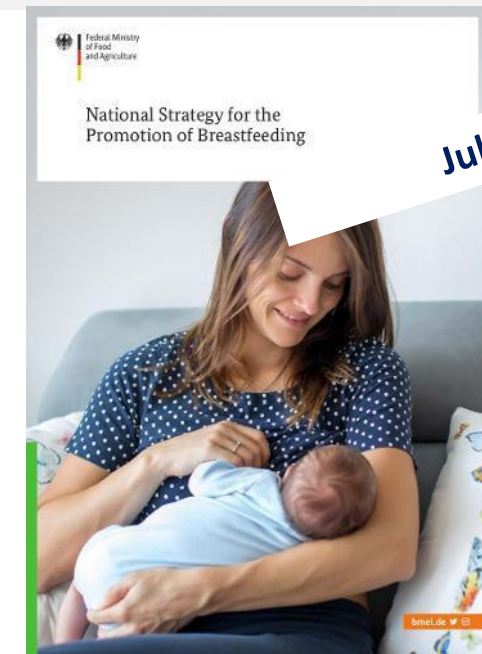
- ▶ Profound understanding on the “mechanics” of breastfeeding promotion within our national (political) system
 - focus on improving the structures of the given system (not creating additional “interventions”)
- ▶ Stakeholder involvement was challenging (time, consensus), but **the key factor** for 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/>



bmel.de/breastfeeding-strategy

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

www.gesundinsleben.de

Thanks!

Gefördert durch:



aufgrund eines Beschlusses

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in form
Deutscher Initiativ für gesunde Ernährung
und mehr Bewegung

Das Netzwerk Gesund ins Leben ist Teil
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bbf
Yale

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