



Photo | Kiron



## RATIONALE \*

### Why focus on early initiation and exclusive breastfeeding?

- Smart investment: saves young lives, promotes growth and intelligence
- Benefits both poor and rich people
- Protects mother's health, including cancer prevention
- Reduces hospital costs
- Can be improved rapidly and at scale

\*Reference: *The Lancet*. Breastfeeding: A Series. Volume 387. January 30, 2016.



## PROGRAM

### Design and implement large-scale multi-channel social and behavior change and systems strengthening programs that can improve breastfeeding practices.

- Improved frontline worker skills and performance through incentives, job aids, monthly meetings, and more
- Engaged opinion leaders from national to community level to reinforce the importance of breastfeeding, such as doctors, government officials, other NGO workers
- Reached 8.5 million mothers, thousands of frontline workers and key decision-makers through national television campaigns
- Formed a national alliance of donors and implementers to harmonize efforts
- Mobilized journalists, doctors and medical associations to promote improved child nutrition and breastfeeding



## OUTCOME

### Did the intervention succeed?

**Yes.**

### How do we know it worked?

A randomized, rigorous evaluation by the International Food Policy Research Institute (IFPRI) found:

- Extensive coverage of interpersonal services supporting mothers to breastfeed optimally
- High-reach mass media and social mobilization activities promoting optimal breastfeeding
- Large-scale uptake of early initiation of breastfeeding and exclusive breastfeeding practices

## PROJECT/EVALUATION TIMELINE

2009

2010 Baseline IYCF

Scaled up community interventions and national mass media campaigns.

2011

2012

Endline IYCF 2014

2013



## ALIVE & THRIVE'S SUPPORT TO GOVERNMENT OF BANGLADESH'S NATIONAL IYCF COMMUNICATION PLAN

### PROJECT PERIOD

January 2009 to July 2014

### FUNDING

The Bill & Melinda Gates Foundation

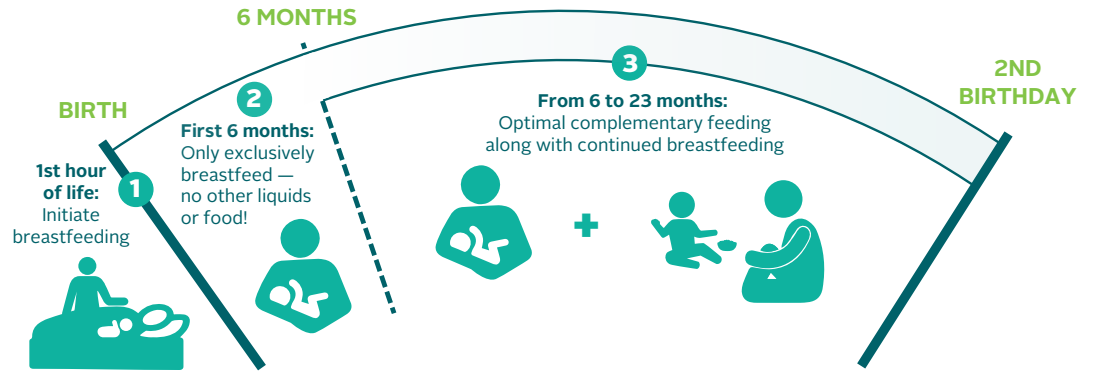
### PARTNERS

Government of Bangladesh, FHI 360 (fund management, technical support, advocacy and mass media components), BRAC (implementation of community interventions), IFPRI (evaluation)

### GEOGRAPHICAL COVERAGE

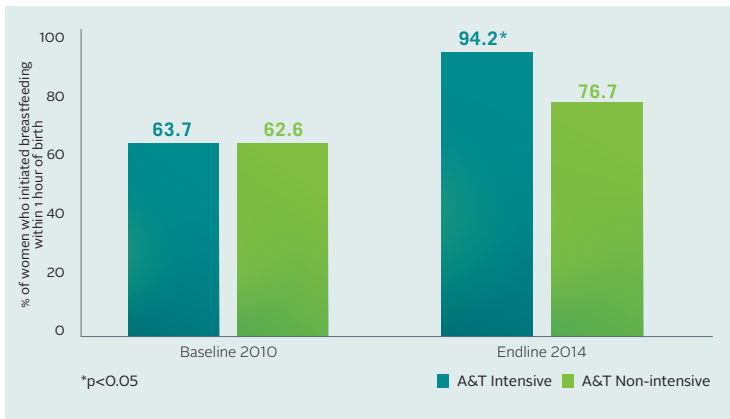
Mass media had national coverage in all 64 districts; community interventions in 16 Districts (see map), 50 Sub-districts (Upazila) initially; later expanded to > 60 districts, 300 Upazila

# 3 BASICS of OPTIMAL BREASTFEEDING

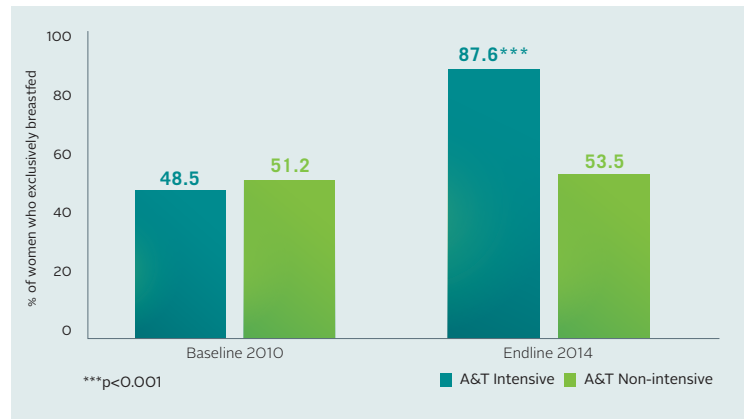


## RESULTS

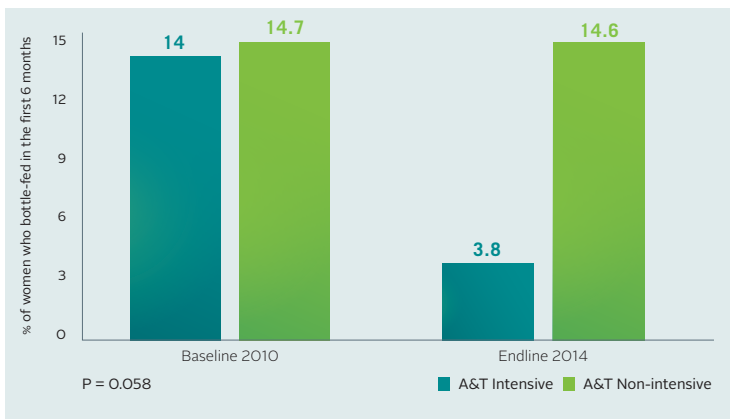
### SIGNIFICANT INCREASE IN INITIATION OF BREASTFEEDING WITHIN 1 HOUR OF BIRTH



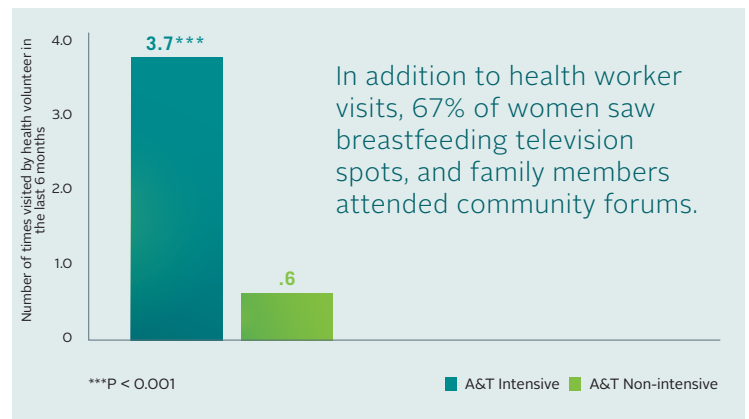
### SIGNIFICANT INCREASE IN EXCLUSIVE BREASTFEEDING FOR CHILD'S FIRST 6 MONTHS



### SIGNIFICANT DECREASE IN BOTTLE-FEEDING IN CHILD'S FIRST 6 MONTHS



### SIGNIFICANT INCREASE IN HEALTH WORKER CONTACTS; IMPACT AMPLIFIED WHEN ASSOCIATED WITH OTHER TYPES OF CONTACT



[www.aliveandthrive.org](http://www.aliveandthrive.org)