



INVITATION

WORLD HEALTH ASSEMBLY SIDE-EVENT:
World Breastfeeding Costing Initiative (WBCi) and its tool

Wednesday 21 May, 2014 | 17.45 – 19.00hrs | Room IX
Palais des Nations, Geneva, Switzerland

Analysis of political commitment for breastfeeding reveals that investment for breastfeeding is necessary and needs strengthening. Development of realistic budgets to support implementation of evidence-based interventions that protect, promote and support optimal breastfeeding is however a complex task. International Baby Food Action Network (IBFAN) has developed a user-friendly tool to estimate resources required for policy and programme implementation in the framework of the *Global strategy for infant and young child feeding*. At this briefing an advocacy paper, “**The Need to invest in Babies**” and **the new tool**, which allows costing of such interventions, will be introduced and discussed.

Programme

- 17:45 – 17:50 WELCOME AND INTRODUCTORY REMARKS
Lida Lhotska | *Regional Coordinator - IBFAN Europe*
- 17:50 – 18:00 BACKGROUND OF THE TOOL: HOW WBCI AND WBTI HAS EVOLVED
Arun Gupta | *Regional Coordinator - IBFAN Asia*
- 18:00 – 18:15 INVESTING IN BREASTFEEDING/IYCF WHY, WHERE AND HOW MUCH
Julie Smith | *Health Economist- ACERH Australia*
- 18:15- 18:30 THE FINANCIAL PLANNING TOOL : EXPLANATION AND DEMONSTRATION
Alessandro Iellamo | *Independent Consultant - Philippines*
- 18:30 -18:40 AFGHANISTAN EXPERIENCE OF USE OF TOOL
Dr H Ludin | *MOH - Afghanistan*

18:40-18:50 COMMENTS FROM W.H.O.
Francesco Branca | *Director, Nutrition for Health and Development - WHO*

18:50-19:00 QA/CLOSING

***Small refreshments will be served from 17:30 onwards.
Interpretation will be provided into Spanish and English.***

This work is part of the global breastfeeding initiative for child survival (gBICS).

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