UNICEF UK BABY FRIENDLY INITIATIVE THEORY OF CHANGE

OUTPUTS

OUTCOMES

IMPACT

Changes in capacities

Changes in performance

Changes for babies and children

Leadership at all levels understand

The benefits of implementing the Baby Friendly standards

How to ensure their services are aligned with the Code*

How to enable and embed the Baby Friendly standards

The role of monitoring and evaluation in the successful implementation of the Baby Friendly standards

Staff understand

The connection between the UNCRC, the Baby Friendly standards and child rights-based care planning

The Code and how to apply it in their role and service

The principles of effective and compassionate communication

How to safely prepare infant formula and bottle feed responsively

How to access opportunities for peer learning and apply an evidence-based approach

The benefits of breastfeeding and human milk

The role of feeding in enabling responsive parenting and relationship building

The benefits of early, secure attachment; responsive, close and loving relationships; and babies staying close to their parents/primary caregivers

The benefits of facilitating skin-to-skin contact

How to implement the Baby Friendly standards and have the skills and competence to confidently do so

How to introduce solids appropriately



Parents and primary caregivers understand

How to access evidencebased resources and information about feeding and caring for their baby

The benefits of early, secure attachment; responsive, close and loving relationships; and skin-to-skin contact

The benefits of breastfeeding and human milk

At service level

Senior Managers and Baby Friendly Guardians are ambassadors for the Baby Friendly standards

Services provide evidencebased information and resources aligned with the Code Services are better organised and equipped to facilitate parents/primary caregivers with feeding and being close with their baby

Effective systems of leadership and governance are firmly embedded

Monitoring and evaluation systems are firmly embedded

Uphold an evidence-

Organisational culture values implementation of the Baby Friendly standards

Staff

Uphold a child rights-focused practice and approach

Proactively uphold the Code

first 1001 days (pregnancy onwards) Encourage and support early, secure

attachment and responsive, close and

loving relationships

Provide person-centred care in the

Engage in meaningful and compassionate conversations about infant feeding and close and loving relationships

Facilitate skin-to-skin contact as early, often, and for as long as possible

Provide timely, effective and person-centred breastfeeding support

based practice and approach

Provide guidance/support on safer preparation of formula and responsive bottle feeding

Provide guidance/support on the appropriate introduction of solids



Parents and primary caregivers

Make informed decisions about feeding and caring for their baby

supported in feeding and caring for their baby

Are listened to and

Initiate and maintain skin-toskin contact as early, often and for as long as they choose

Initiate and maintain breastfeeding for as long as the mother chooses

Engage in parenting which is responsive, close and loving

Recognise and respond to the cues of their baby

Advocate for their baby's needs

Babies and children

Have their rights protected and promoted Are fed safely and responsively

Have their interests promoted through protection from commercial influences

Receive human milk, are breastfed and breastfeed for longer

Develop and enjoy responsive, close and loving relationships with parents/primary caregivers

Are supported to stay with parents/primary caregivers wherever/whenever possible The social and emotional development of all babies and children are improved across their lifetime

The mental health and emotional wellbeing of all babies and children are improved across their lifetime

Preterm babies have improved physical health and emotional outcomes

Fewer babies and children are hospitalised

Health inequality gaps between babies and children from different social groups are reduced

In addition, those who are breastfed have**

- A lower risk of childhood illnesses
- A lower risk across their lifetime of serious illnesses such as obesity, heart disease and diabetes
- Improved cognitive health and brain development across their lifetime
- Improved dental health

Changes for mothers, parents and primary caregivers

Mothers, parents and primary caregivers have improved mental health and emotional wellbeing

Mothers who breastfeed have a lower risk of serious illnesses such as heart disease, diabetes, and breast and ovarian cancers**

* See overleaf for an overview of the International Code of Marketing of Breastmilk Substitutes (the Code)

**Any amount of breastmilk offers a positive effect. To achieve some of these benefits a more sustained period of breastfeeding is required. See the accompanying booklet for more information.



UNICEF UK BABY FRIENDLY INITIATIVE THEORY OF CHANGE

ACTIVITIES

What does the UNICEF UK Baby Friendly Initiative do?

The UK Committee for UNICEF (UNICEF UK) Baby Friendly Initiative promotes high standards of care for babies, their mothers, parents/primary caregivers and families in the areas of infant feeding and relationship building. The work of the programme is underpinned by child rights principles as set out in the United Nations Convention on the Rights of the Child (UNCRC) and focuses on progressing full implementation of the International Code of Marketing of Breastmilk Substitutes (the Code). To achieve this, the programme engages in the following activities:

> Raises awareness of the UNCRC to ensure a child rights focus underpins policy and practice related to the care of babies

> Advocates for full implementation of the Code across the four nations of the UK

Provides an external assessment and quality assurance system

Provides an education and training framework which facilitates capacity building for implementing the Baby Friendly standards

Develops and provides evidence-based resources

Provides monitoring and evaluating systems to enable data-driven continuous improvement

Builds communities of practice to enable peer learning and sustained and evidence-based approaches for effective infant feeding and early childhood development

Curates and delivers an Annual Conference - the largest on infant feeding and relationship building in Europe



United Nations Convention On The Rights Of The Child

The United Nations Convention on the Rights of the Child (UNCRC) outlines every child's fundamental rights. It is the most widely ratified international human rights treaty, signed by 196 countries (as of 12 July 2022). The Convention has 54 articles that cover all aspects of a child's life. Those most pertinent to the work of the UNICEF UK Baby Friendly Initiative include:

Article 2: Non-discrimination

Article 3: Best interests of the child

Article 5: Parental guidance and a child's evolving capacities

Article 6: Life, survival, and development

Article 9: Separation from parents

Article 18: Parental responsibilities and state assistance

Article 24: Health, water, food, environment – includes an obligation to protect and support breastfeeding.

The International Code of Marketing of Breastmilk Substitutes

The World Health Organization International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions (the Code) is an international health policy framework aimed at regulating the marketing of breastmilk substitutes to protect breastfeeding. The underlying basis for the Code is the recognition that the health of babies is so important that the usual rules governing market competition and advertising should not apply to products intended for feeding babies.

The Code places restrictions on the marketing of

- Infant formula
- Any food or drink marketed for babies under 6 months of age
- Bottles and teats

The Code aims to enable families and primary caregivers to make informed choices about feeding their baby, free from commercial influences.

Governments that have ratified the United Nations Convention on the Rights of the Child are legally obliged to fulfil a range of obligations linked to the Code.