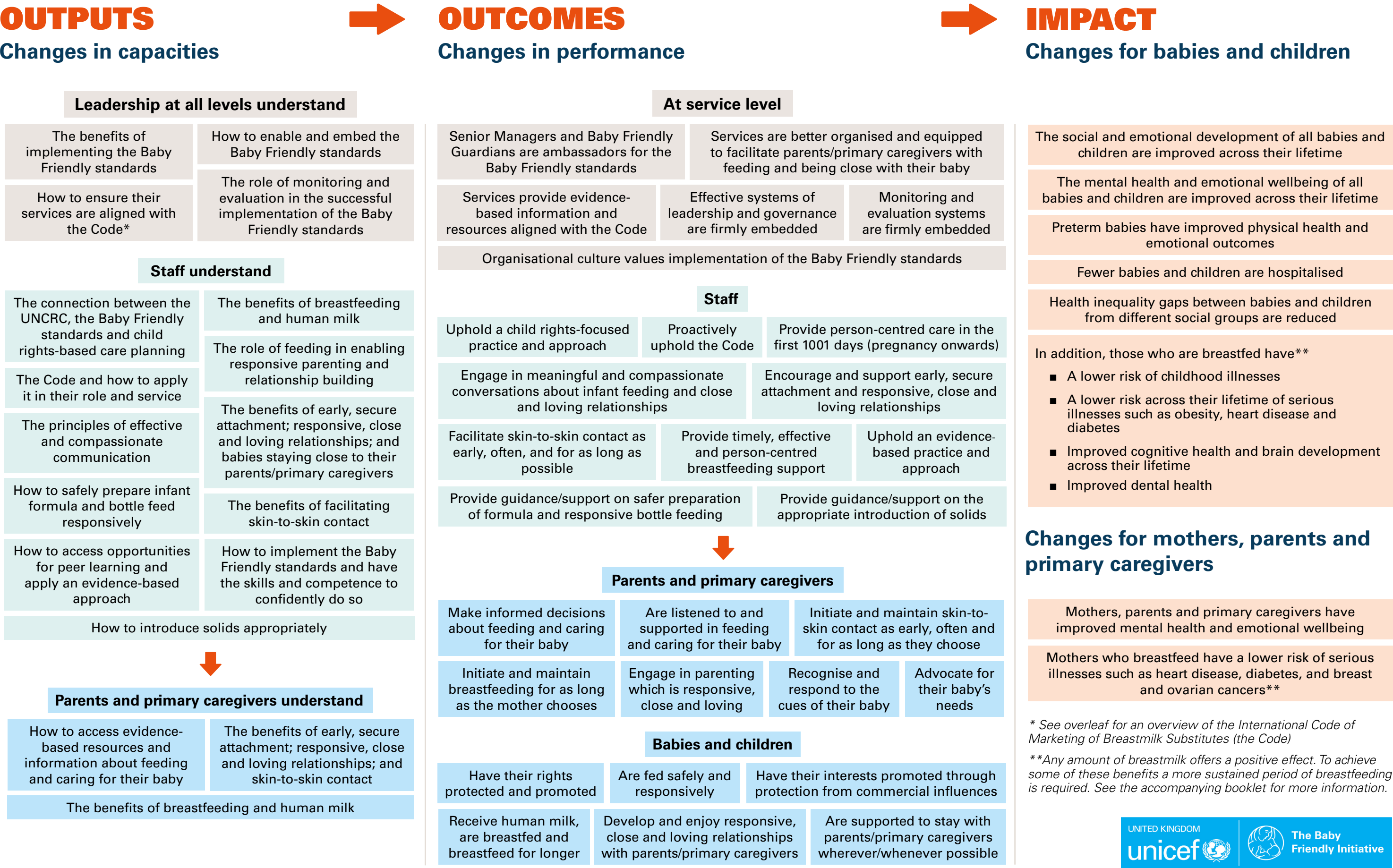


UNICEF UK BABY FRIENDLY INITIATIVE

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 OfThe 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.