

THE GLOBAL BREASTFEEDING

INITIATIVE FOR CHILD SURVIVAL – GBICS 2013-2017

SCALING UP BREASTFEEDING AND INFANT AND YOUNG CHILD FEEDING INTERVENTIONS WORLDWIDE – GBICS IN ACTION: TRANSFORMING POLICIES TO PRACTICE

gBICS is set to act with the success of past 4 years in hand, in a new era for the health of women and children with an innovative and creative approach – with well informed, effective, efficient & contemporary gBICS partner organizations that include 9 International Baby Food Action Network (IBFAN) regional offices and the World Alliance for Breastfeeding Action (WABA).

Bringing all partners under one umbrella, integrating and harmonizing what they are doing, gBICS will work to understand gaps in policy framework of the “UN Secretary General’s Global Strategy for Women’s and Children’s Health and “WHO/UNICEF’s Global Strategy for Infant and Young Child Feeding”.

gBICS will turn its mission into action through the implementation of its specialized program action areas including Monitoring and Evaluation to Strengthen National

Policies and Programmes, Increasing awareness of the Global Strategy for Infant and Young Child Feeding and the Global Strategy for Women’s and Children’s Health, Strengthening Legislation on International Code of Marketing of Breastmilk Substitutes (Code), Codex and Maternity Rights, Improving Corporate Accountability and Safeguarding of Public Interest - Democratisation of Global Public Health and Nutrition, Creating Supportive Environments for Mothers, Children and Women’s Health, Encouraging Optimal Infant and Young Child Feeding Practices in Difficult Circumstances including emergencies and HIV contexts...

gBICS will work to scale up breastfeeding and Infant and young child Interventions to transform Policies to Practice thus also making a contribution to efforts aimed at addressing climate change and gender inequality in the framework of defending human rights.