



## 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-W.H.O*

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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