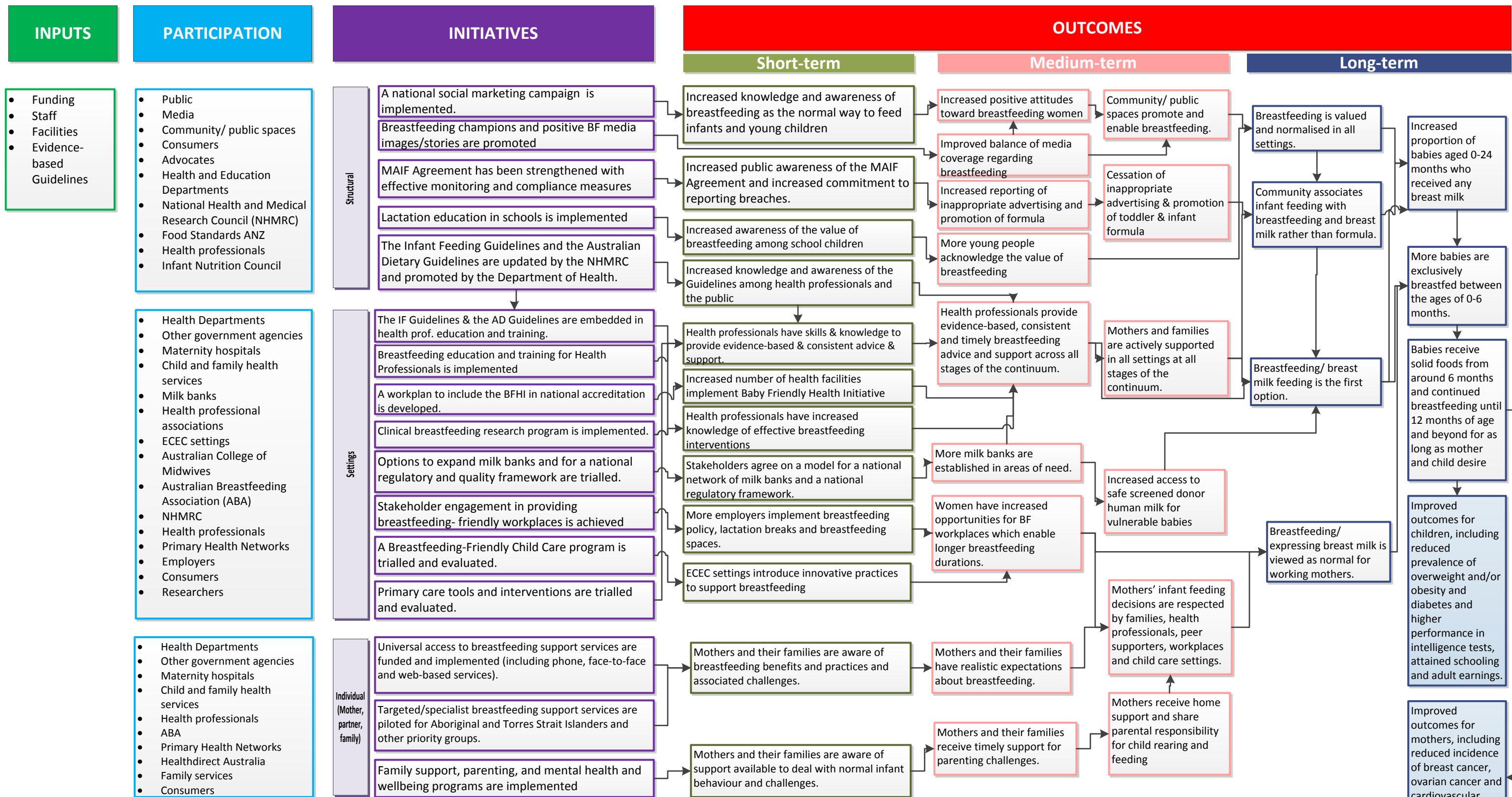


Australian National Breastfeeding Strategy: 2018 and Beyond Strategy Logic

AIM: To provide women with an enabling and empowering environment that protects, promotes, supports, and values breastfeeding as the biological and social norm for infant and young child feeding.



CONTEXT: - Australian National Infant Feeding Survey 2010 showed that breastfeeding was initiated for 96% of children aged 0-2 years. Around 60% of babies were still receiving breastmilk at 6 months, but only 15% of babies were exclusively breastfed to 5 months. NHMRC recommendation is exclusive breastfeeding until 6 months of age, with the introduction of solid foods around 6 months, and continued breastfeeding until the age of 12 months.
- Strategy is developed around political and economic realities.

ASSUMPTIONS:

- There is commitment by all Australian governments to the Strategy's vision and objectives.
- There is national coordination and implementation of the Strategy – including data collection, monitoring and evaluation.
- All jurisdictions will provide funding to implement the Strategy.
- The Strategy will have wide uptake and interest.

RISKS:

- Limited funds to implement the Strategy's activities
- Limited funds for monitoring and evaluation
- Short timeframe for policy and program processes