



JA PreventNCD
Joint Action Prevent Non-Communicable Diseases



Task 6.5 – BFC&HS
Baby-Friendly Community & Health Services



**CENTRO NAZIONALE
PREVENZIONE DELLE MALATTIE
E PROMOZIONE DELLA SALUTE**



WHO Collaborating Centre for Breastfeeding
Promotion and Infant Feeding Practices
Istituto Nazionale di Sanità – Roma

The Baby Friendly Community Initiative in Europe: A Joint Action

BFHI-network meeting 20.10.2025

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Declaration of no conflict of interest

Health Industry Interests Relevant to Presentation

Angela Giusti, and the ISS T6.5 Team

1 – Patent holder/Shareholder or member or employee of a health industry	NO
2 – Consultant or member of a scientific council of a health industry	NO
3 – Consultant or member of a scientific council of a health industry	NO
4 – Payment of travel expenses, lodging, or conference/event registration by a health industry	NO
5 – Principal Investigator or co-investigator of a research or clinical study for a health industry	NO
6 – Activities falling within the scope of the International Code of Marketing of Breast-milk Substitutes and subsequent WHA resolutions, or related to the marketing of products from private companies in the health, alcohol, or tobacco sectors	NO



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Aim and objectives of JA PreventNCD

Reduce the burden of cancer and other NCDs and common risk factors, both at a **personal and societal level**, and support member states by taking a **holistic, coordinated approach** to prevention.



Improve joint capacities



Improve data and the monitoring system



Contribute to reduced social inequalities



Engage with and support key actors



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Duration

January

2024

December

2027

Project lead

Norway

Number of partner countries

25

Total budget

€ 95.5 mill.

EC contribution: € 76.5 mill

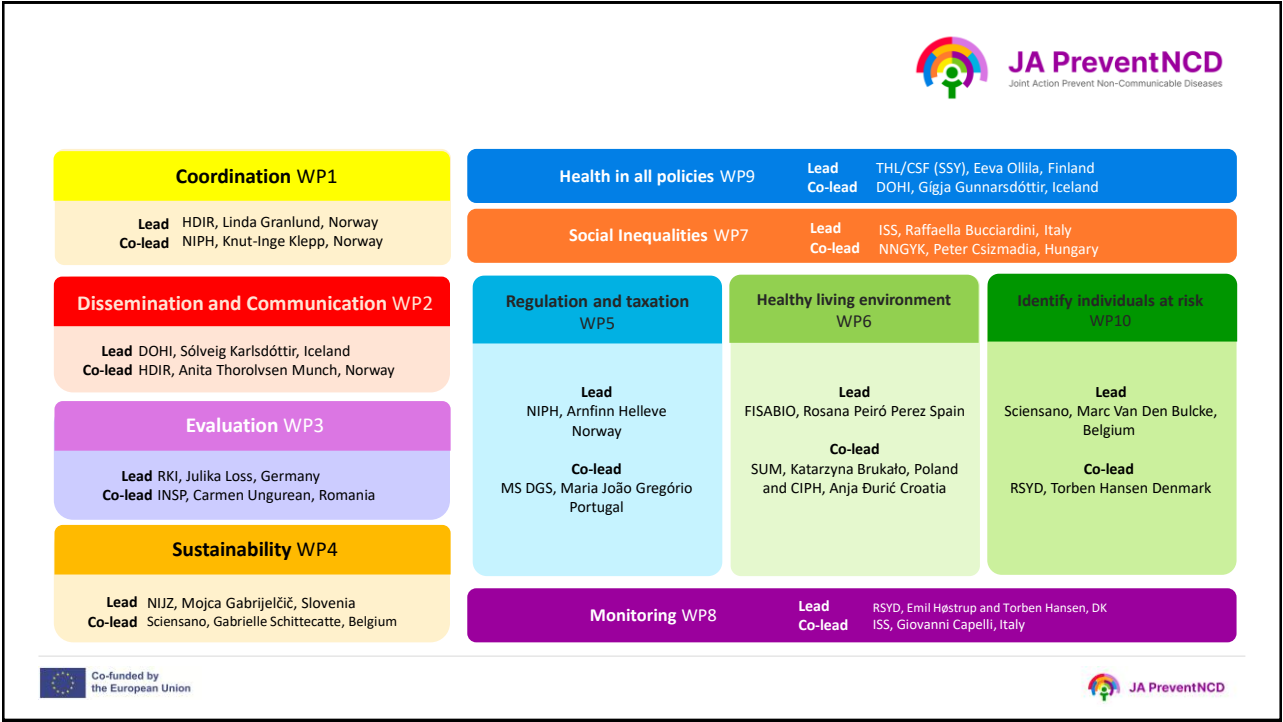
Beneficiaries

Public health authorities

Total number of partners involved

106



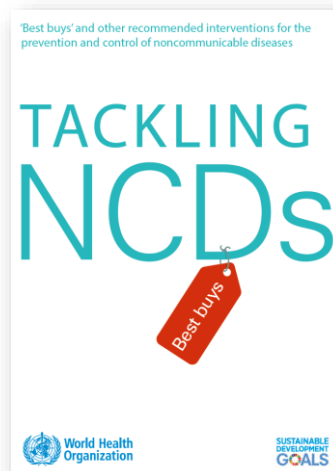


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The focus on the first 1000 days: breastfeeding protection, promotion and support

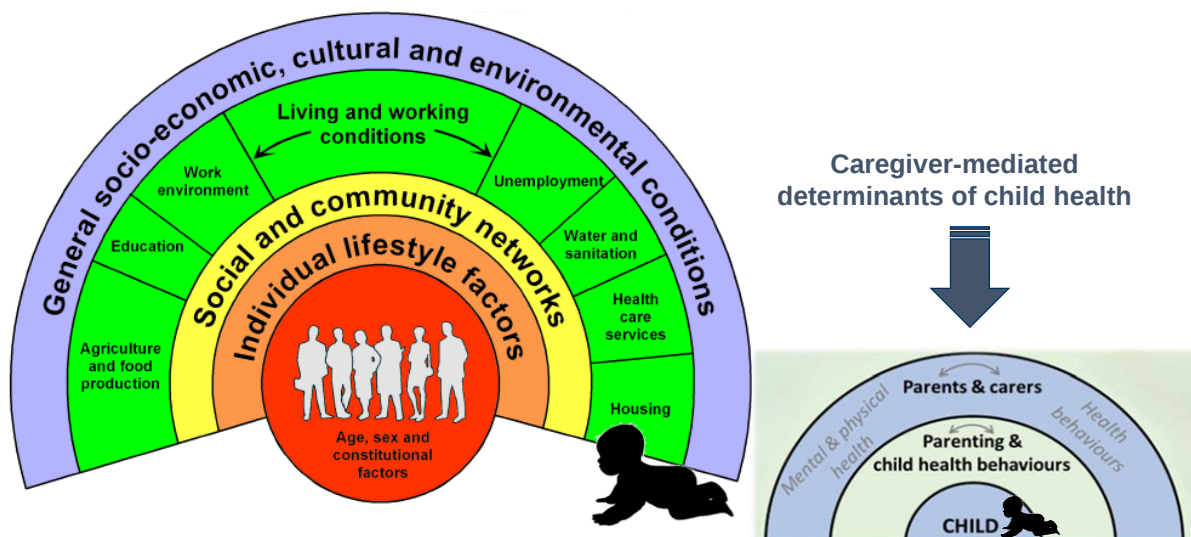


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Model of the determinants of health



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Sources: Dahlgren and Whitehead, 1991. Pearce A, et al. 2019

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To bring children to the center of the national and European political agenda

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TASK 6.5. Baby-Friendly Community and Health Services (BFC&HS) - Description



Specific objective →

to implement the Best Practice (BP) “Baby-friendly community health services” and pilot action in new settings (BFC&HS), to improve breastfeeding rates as a contribution to reducing the incidence of cancer and other NCDs later in life, starting from the first 1000 days of life (pregnancy to 0-2 years), with a focus on social and health inequalities.

Target groups:

- Pregnant women, partners, mothers, fathers, babies and young children, families
- Health, social and educational professionals
- School and university students
- Emergency coordination teams and volunteers
- NGOs

Settings of implementation (national/international):

- counties, municipalities, neighborhoods
- educational settings (day care, kindergartens and schools; university/college)
- workplace
- health and social services
- digital environment

SubTask 6.5.1 - Preparatory phase for BFC&HS implementation

SubTask 6.5.2 - Implementation of the Best Practice and Pilots

SubTask 6.5.3 - Capacity building for BFC&HS

SubTask 6.5.4 - Create a Breastfeeding-friendly environment in all settings

SubTask 6.5.5 - Promote a Nurturing Care Framework

Participating countries → Italy, Norway, Greece, Slovenia, Spain (Valencia), Ukraine, Lithuania, Germany (observer), Cyprus (ext)

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Promoting responsive parenting

In addition to being available for the relationship, *responsive parenting* includes the capacity to:

- understanding the baby's or child's needs and signals;
- responding with interest and affection;
- providing support without being intrusive;
- encouraging and guiding;
- promoting emotional and behavioural regulation through example and explanation, while avoiding any form of physical or verbal violence.



Breastfeeding serves as the primary laboratory for developing parental responsiveness, grounded in responsive feeding and in the relational processes that shape and strengthen the parent-child and family bonds.



WHO, UNICEF, World Bank. Nurturing care for early childhood development: a framework for helping children survive and thrive to transform health and human potential. 2018



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Building a Baby-Friendly, caring Community where healthy choices are the norm



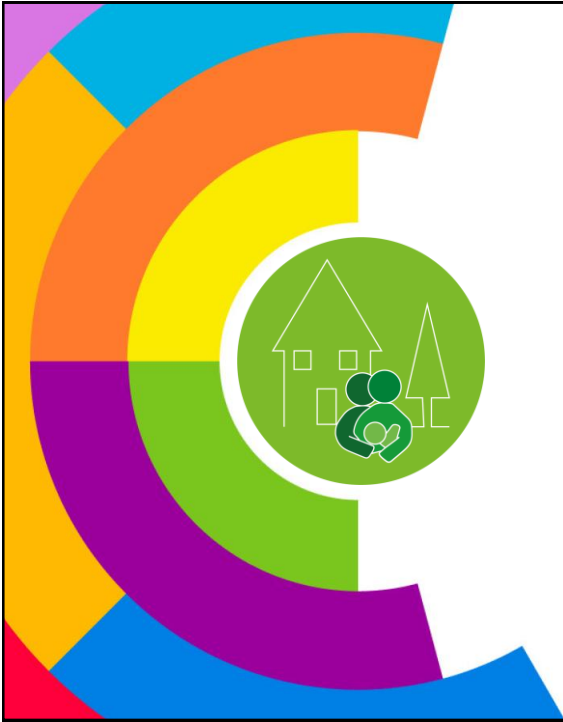
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19 marzo 2025 – World Cafè

Stakeholder analysis



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Thank you!



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