# Promotion Gear Scoring Table

*All benchmarks refer to “Within the past year” unless otherwise specified.*

<table>
<thead>
<tr>
<th>Benchmark Reference</th>
<th>Benchmarks</th>
<th>Benchmark Scoring</th>
<th>Score</th>
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</thead>
</table>
| PG1                 | There is a national breastfeeding promotion strategy that is grounded in the country’s context. | 0 Not done  
There is no national breastfeeding promotion strategy.  
1 Minimal progress  
There is a national breastfeeding promotion strategy but it is not grounded in the country’s context nor is it time bound.  
2 Partial progress  
There is a national breastfeeding promotion strategy that is grounded in the country’s context but it is not time bound.  
3 Major progress  
There is a national breastfeeding promotion strategy that is grounded in the country’s context and is time bound. |                                                                  |
| PG2                 | The national breastfeeding promotion strategy is implemented.               | 0 Not done  
There is no national breastfeeding promotion strategy or, if there is, the national breastfeeding promotion strategy is not being implemented.  
1 Minimal progress  
The national breastfeeding promotion strategy is being implemented but its effectiveness is unknown or has limited coverage (i.e. local coverage only).  
2 Partial progress  
The national breastfeeding promotion strategy is being implemented and it is effective but has partial coverage (i.e. subnational and local coverage only).  
3 Major progress  
The national breastfeeding promotion strategy is being implemented, and it is effective and has high coverage (i.e. national, subnational, and local coverage). |                                                                  |
| PG3                 | Government or civic organizations have raised awareness about breastfeeding. | 0 Not done  
Government or civic organizations actions have not raised awareness about breastfeeding.  
1 Minimal progress  
Government or civic organizations actions have raised minimal awareness about breastfeeding (i.e. reaching local level only).  
2 Partial progress  
Government or civic organizations actions have raised some awareness about breastfeeding (i.e. reaching local, subnational levels).  
3 Major progress  
Government or civic organizations actions have raised strong awareness about breastfeeding (i.e. reaching local, subnational, and national levels). |                                                                  |