

National Strategic Plan of Action for Breastfeeding 2008-2012



National Breastfeeding Committee

4 March 2009



Vision:

Aotearoa New Zealand is a country in which breastfeeding is valued, promoted, protected and supported by the whole of society

The NBC

- Norma Campbell (Chair) - Midwife
- Carol Bartle – Canterbury Breastfeeding Advocacy Service
- Dr Tangimoana Habib – GP
- Ligi Igasia-Holford - Midwife
- Melanie McKenzie – Public health advisor
- Bev Pownall – Midwife/ BFHI manager
- Julie Stufkens – Executive officer, NZBA
- Barbara Sturmfels – Director, La Leche League New Zealand





Global Strategy for Infant and Young Child Feeding (2003)

“As a global public health recommendation, *infants should be exclusively breastfed for the first six months of life* ...to meet their evolving nutritional requirements, infants should receive nutritionally adequate and safe complementary foods while *breastfeeding continues for up to two years of age or beyond.*”





Breastfeeding in New Zealand

- In 2008, 82.5 percent of infants born in Baby Friendly Hospitals were exclusively breastfed on discharge. (87 percent of units are accredited BFHI)
- Approximately 12 percent of New Zealand babies are exclusively breastfed for six months. Approximately 40 percent of babies are not breastfed *at all* at six months.





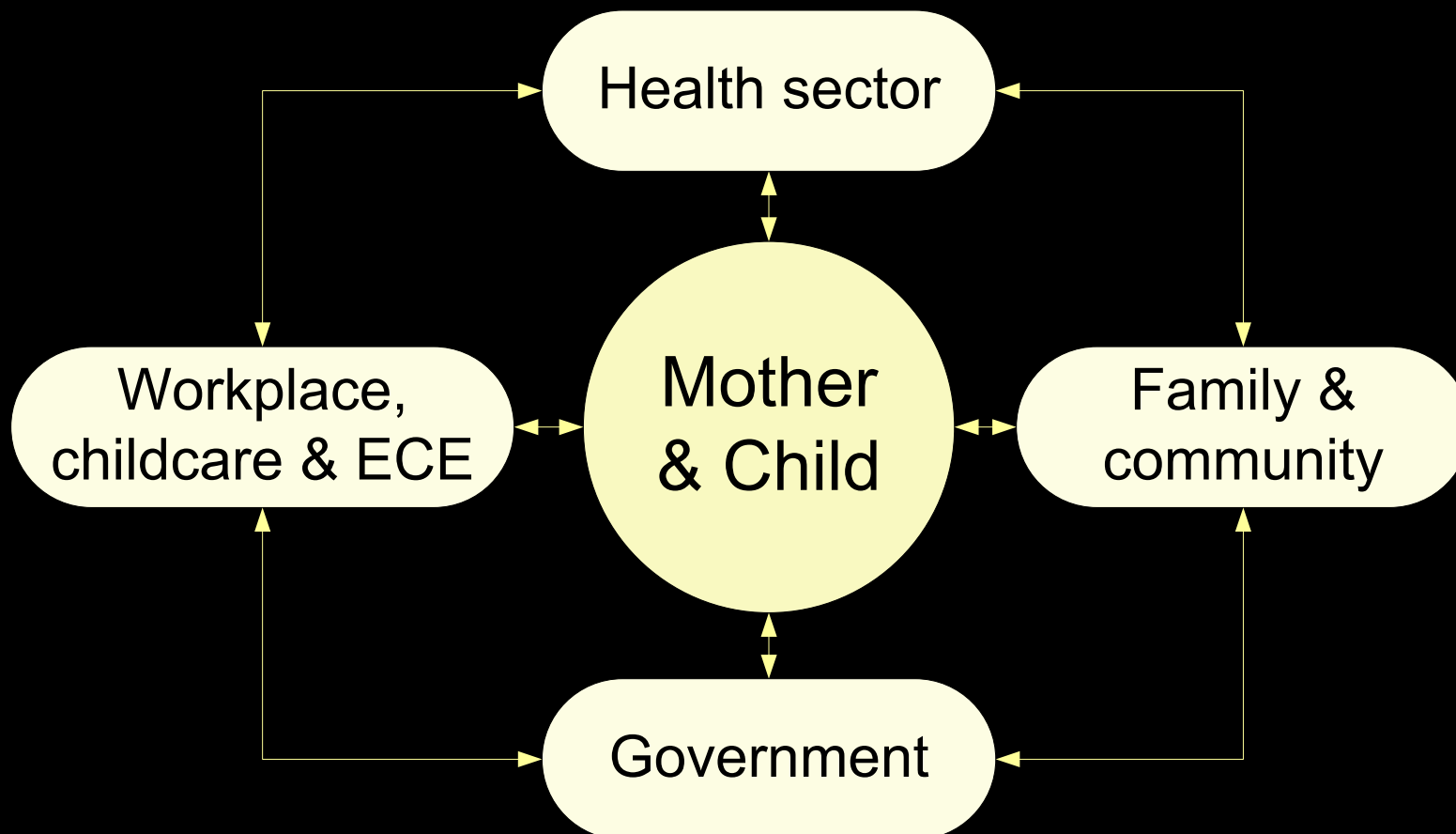
The National Plan of Action

- Diversity in breastfeeding
- Networking and linkages
- Embedding breastfeeding in communities
- Raising health status of all New Zealanders





Four key settings





Importance of breastfeeding

Improvement in the rates of breastfeeding has the potential to significantly improve the health status and well-being of New Zealanders.



It is an important contributor to reducing the burden of chronic disease, improving child health, and lifelong health status, and to achieving the Health Targets.



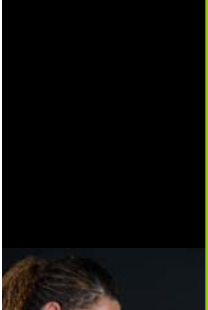


Health targets for exclusive breastfeeding

Six weeks: 74 percent or greater



Three months: 57 percent or greater



Six months: 27 percent or greater





Breastfeeding Support for Māori

- Plan recognises Māori as tangata whenua and partners to Te Tiriti o Waitangi
- Te Uru (participation); Te Tiaki (protection) and Te Mahi Ngatahi (partnership) are acknowledged and reflected in the Plan.



Breastfeeding and Pacific peoples



- There is a wide range of cultures, languages and histories within Pacific, all with a need to protect and preserve cultural traditions and support for breastfeeding
- Changing demographics are affecting breastfeeding rates among Pacific peoples
- There is limited research and information about breastfeeding among Pacific peoples in New Zealand
- Evidence before the Committee indicates that breastfeeding services for Pacific women are either token or marginalised





Strategies to support Māori and Pacific breastfeeding

- Policy support recognising Māori and Pacific communities
- Family-focused messages that are positive, strength-based and linked with community development
- Māori and Pacific input into and guidance of programmes and services
- Sustainable resources for Māori and Pacific breastfeeding services
- Supportive workplace policies where Māori and Pacific are employed
- Fully resourced education paths for health workers, peer supporters, counsellors & community advocates to support career development, including training and key messages on breastfeeding.



DHB Action Plans for Breastfeeding

- Committee has had the opportunity to look at all of the Plans
- Wonderful inspiration about the range of ways in which communities have responded to the actions required for them to increase breastfeeding





Impact of BFHI

- Where Baby Friendly has been in place for some time there is a focus within the Plans not only on maternity but also wider into the community
- Networks appear to also be wider in those DHBs and are visible in the consultation and development of the action plans of those DHBs.





Key themes

- Data collection is an issue for all DHBs
- Development of community based support
- The need to work in partnership with Māori and Pacific services
- District wide breastfeeding network
- Education for all groups working with pregnant women and breastfeeding women and families



Key themes (continued)

- Antenatal education needs to be more accessible and appropriate
- Creating baby friendly environments/ communities including the DHB looking at itself
- Support community initiatives- parent groups, whānau hui



How can we help?

- How do you see the Plan linking with the DHB action plans and with the issues you have found in your DHB planning and service delivery processes?
- How will you use the Plan? What would help you use the Plan?
- What have been the successes and challenges in networking for you? Think local, regional and national.
- What practical suggestions do you have for linking with Committee?
- Are there any particular areas of breastfeeding that you would like more information on?

