



West Coast DHB Breastfeeding Action



Kim Sinclair – HEHA Manager

West Coast – Breastfeeding Action

- Regional challenges
- Existing breastfeeding programmes
- Process and focus for breastfeeding action
- Lesson learnt



West Coast – South Island



- West Coast occupies 8.5% of NZ total land mass
- Population of 31,326
- 49% of West Coasters over 15 years have an annual income of \$20,000 or less
- 36% have no formal qualifications
- Recruitment & retention issues

Existing Programmes

HEHA Breastfeeding Initiative:

- Free lactation consultation
- Mum4Mum Peer Support Programme
- Supportive environments

Breastfeeding Interest Group (BIG)

Family Friendly Environments

- Breastfeeding Friendly cafes



Breastfeeding Action

- Identification of ‘community’ needs, gaps and issues through consultation
- Series of Hui and surveys for mothers, whanau, health and community workers, support staff etc
- Plan of ‘collaborative action’ through the Breastfeeding Action Plan – endorsed by BIG



Needs, Gaps, Issues...

- Building capability – within the health sector and community
- Consistency in messages
- Resources –breast pumps, chairs, programmes
- Supportive environments – workplaces
- WCDHB as a role model
- Maori peer support counselors



A Plan for Action

- More of the good stuff
- Breastfeeding Friendly Workplaces
- Renewal of Baby Friendly Cafes & Education 4 Enterprise programme
- Increased emphasis on recruiting Maori whanau as Peer Support Counsellors
- Evaluation of the Mum4Mum Programme
- Community Grants
- Alignment to the National Breastfeeding Campaign



Lessons Learnt

- Importance of empowering the community through training, development & resourcing
- Success of intersectoral training and consistency of messages
- The power of collaborative action
- Importance of national, regional and local leadership & consistency

