

Breastfeeding





Experiences of breastfeeding?

- How were you fed as a baby?
- How were your children fed?
- As a father what was your involvement in feeding?
- Have you thought how you would feed your children if you had any?
- As a grandparent do you have any involvement in feeding?



What do you think.....?

Instructions:

You will be given a statement or scenario card that you have to place on the ground along a continuum line.

When you place the card give a short explanation why you put it where you did.



What do you think.....?

Rules

1. The person who shifted the card must not make a judgement about where the previous person put the card but solely state why they are moving the card.
2. The person moving the card must not look at the person who previously placed the card.



Benefits

- Infant

- Mother

- Community / Family



“ The protection,
promotion and support
of breastfeeding is
fundamental to
achieving optimum
health of the nation”

Risk Statements

Children who are not exclusively breastfed for 6 months are more at risk for the following diseases, illnesses, and conditions:

- About 40% more likely to develop type 1 diabetes.
- About 25% more likely to become overweight or obese.
- About 60% more likely to suffer from recurrent ear infections.
- About 30% more likely to suffer from leukaemia.
- About 100% more likely to suffer from diarrhoea.
- About 250% more likely to be hospitalized for respiratory infections like asthma and pneumonia.





New Zealand historically

- Until 2000 Plunket was the only organisation consistently collecting breastfeeding data
- No differentiation between exclusive and partial breastfeeding



Definitions

- Exclusive Breastfeeding
- The infant has never, to the mothers knowledge, had any water, formula or other liquid or solid food. Only breastmilk, from the breast or expressed, and prescribed* medicines have been given from birth
 - * Prescribed as the Medicines Act 1981



Definitions cont.

- Fully breastfeeding
- The infant has taken breastmilk only, no other liquids or solids except a minimal amount of water or prescribed medicines in the past 24 hours.



Definitions cont.

- Partial breastfeeding
- The infant has taken some breastmilk and some formula or other solid food in the past 48 hours



Definitions cont.

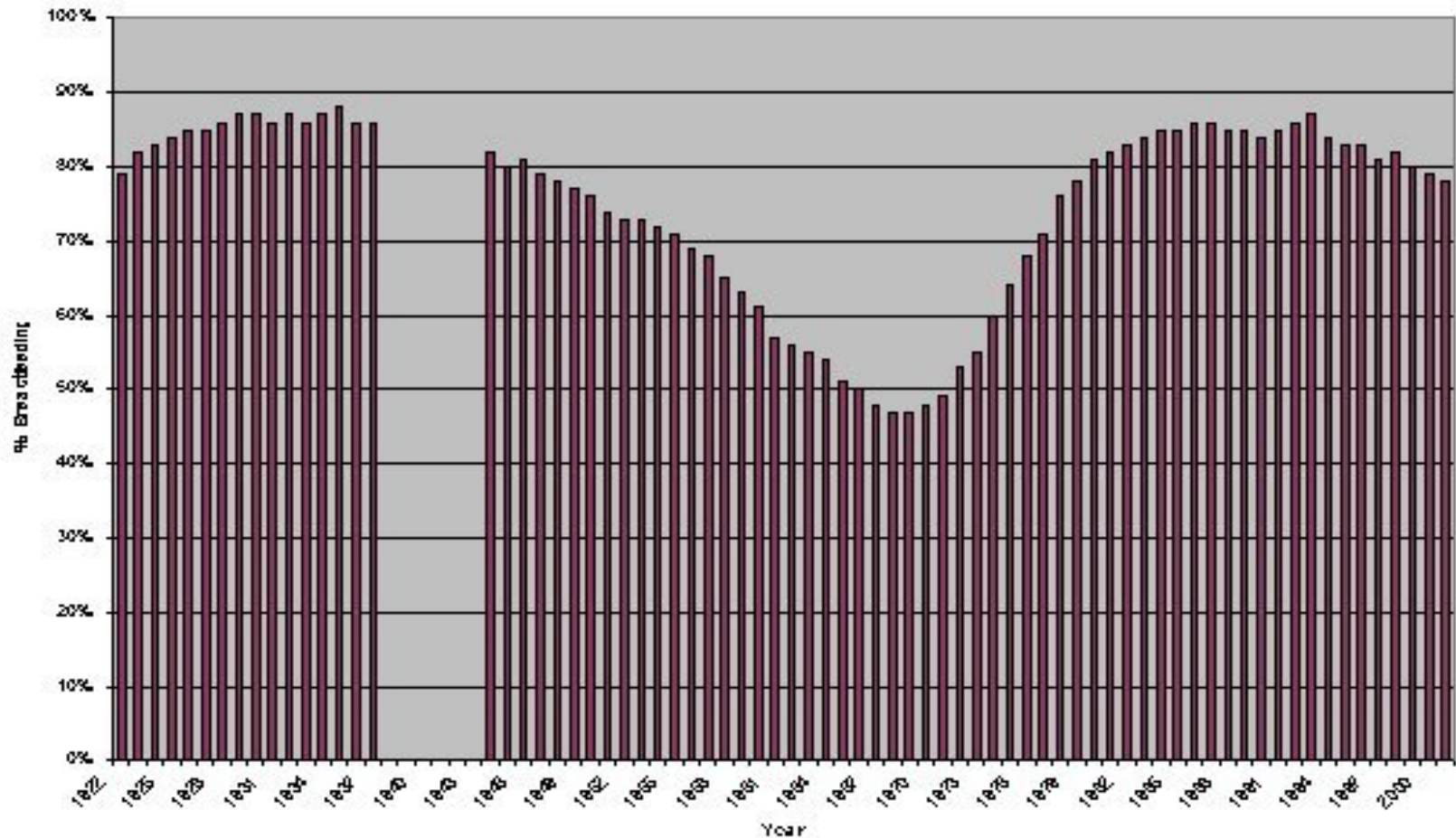
- Artificial feeding
- The infant has had no breastmilk but has had alternative liquid such as infant formula with or without solid food in the past 48 hours



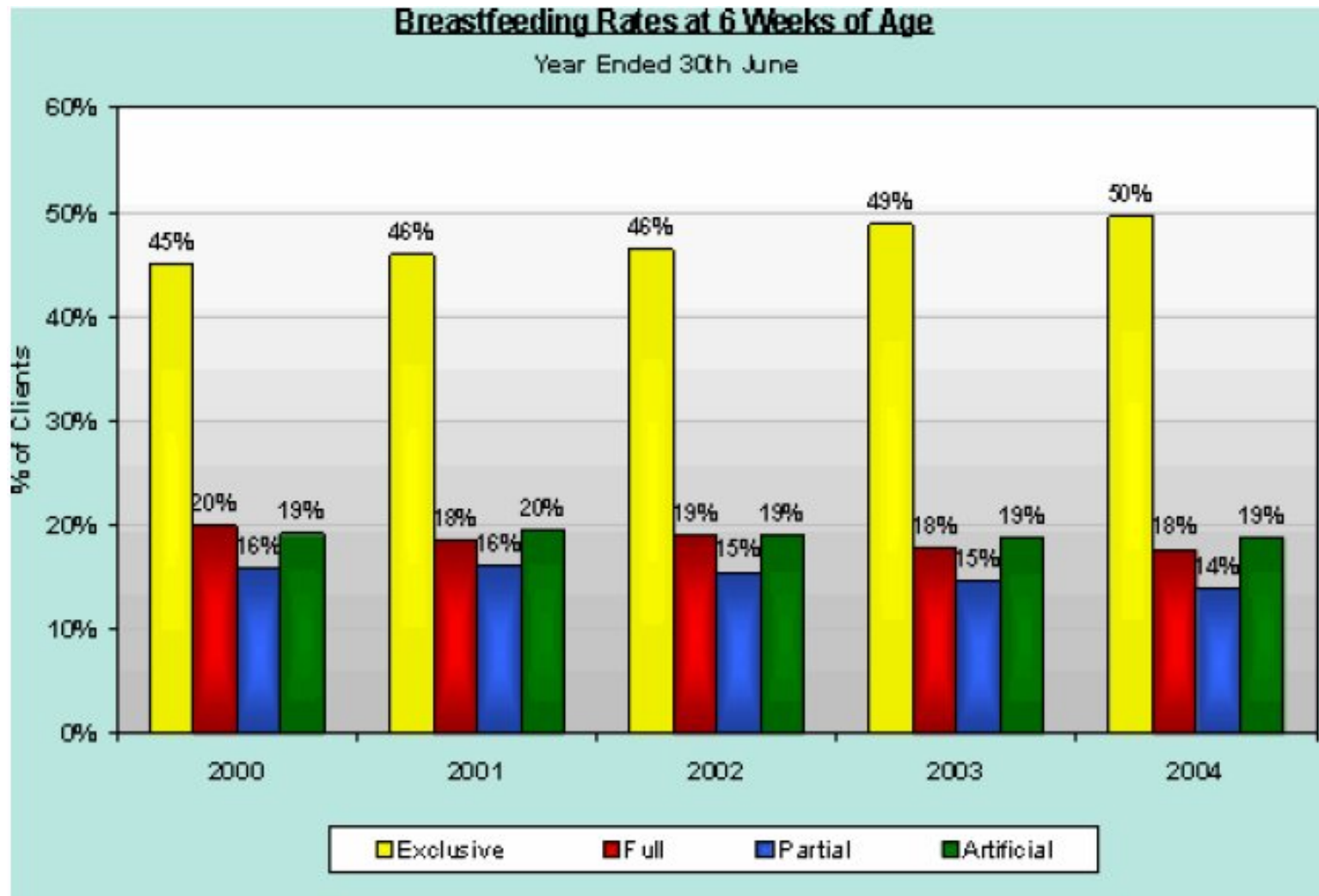
New Zealand

- Early 1960's drop off in breastfeeding rates
- Contributors
 - Changing society
 - Women in the workforce
- Some improvement 1970's, little since

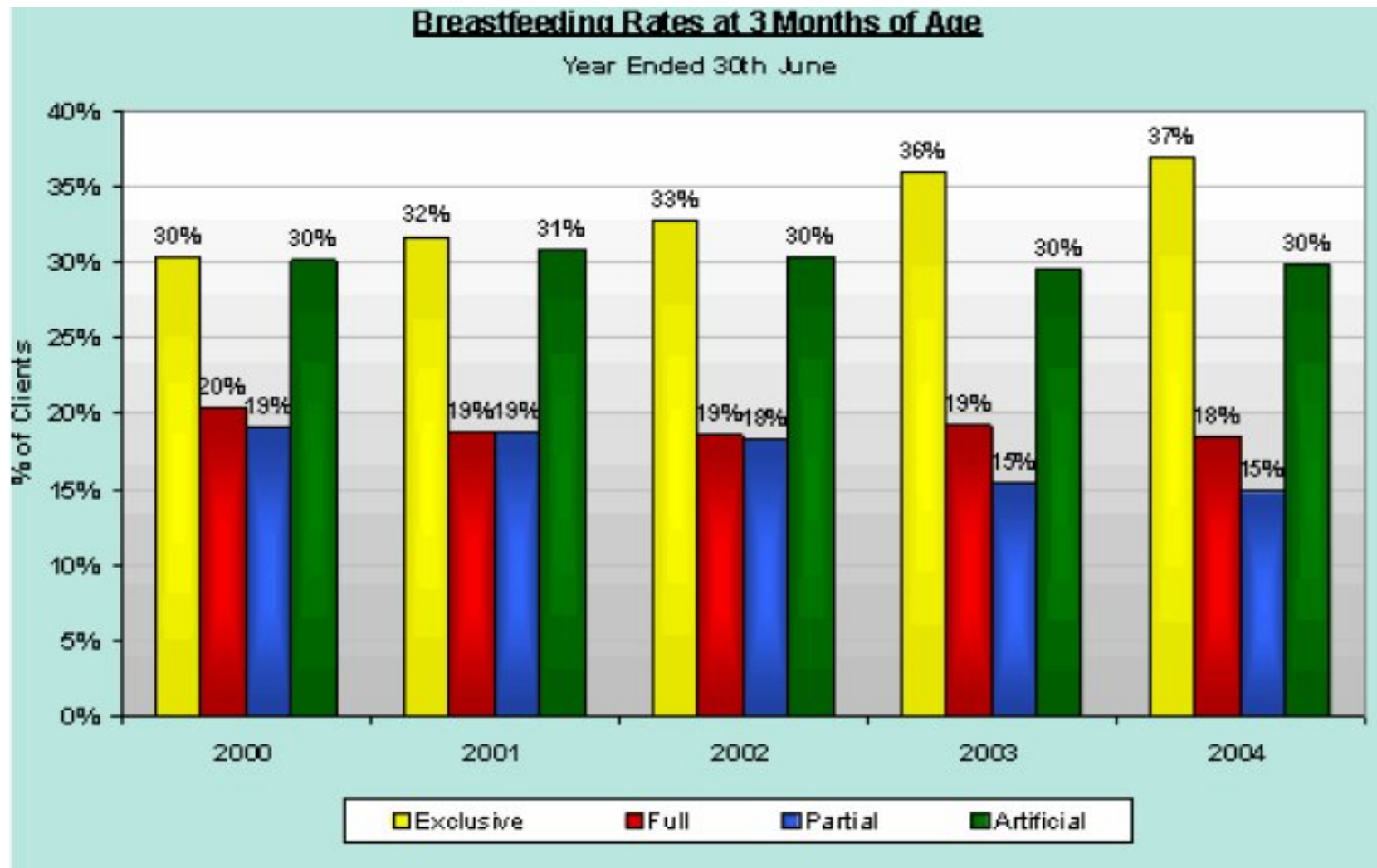
So what is happening in NZ and our community?



Nationally

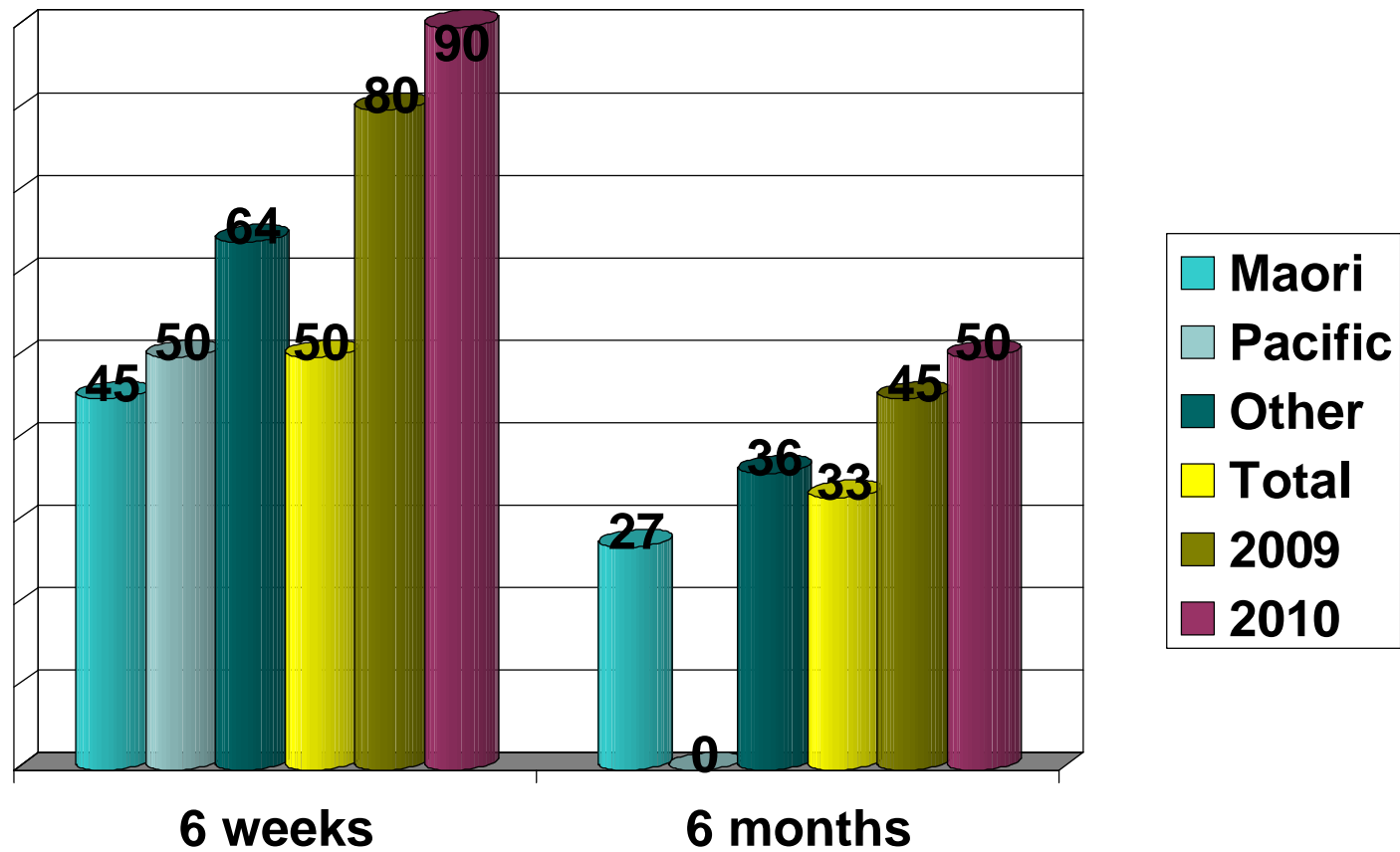


Nationally



Southland

Exclusive and fully breastfeeding rates at 6 weeks and 6 months for
the period July 2006- December 2006





Breastfeeding Aims

- Exclusive Breastfeeding until 6 months of age
- Introduction of complementary food at 6 months



What is happening in our community?

- Baby Friendly Hospital Initiative (BFHI)
- Joint WHO and UNICEF (Global)
- Aimed at increasing breastfeeding rates and encouraging hospitals and health care facilities (maternity wards) to adopt practices that fully protect, promote and support exclusive breastfeeding from birth.



Baby Friendly Hospital Initiative

- The 10 steps
- NZBA
- Unique maternity system (LMC)
- Treaty of Waitangi



Baby Friendly Hospital Initiative

- In 2002 first 3 facilities accredited
- Breastfeeding a Guide to Action
- 2004 Minister of Health required all maternity facilities to be accredited as baby friendly
- 2006 Southland Hospital accredited!



Baby Friendly Community

- Guidelines for Lead maternity careers and Well Child providers
 - The seven point plan
 1. Have a written breastfeeding policy that is routinely communicated to all staff and volunteers
 2. Train all health care providers in the knowledge and skills necessary to implement the breastfeeding policy
 3. Inform pregnant women and their families about the benefits and management of breastfeeding
 4. Support mothers to establish and maintain exclusive breastfeeding to 6 months.
 5. Encourage sustained breastfeeding beyond 6 months, to 2 years or more alongside the introduction of appropriate, adequate and safe complementary foods
 6. Provide a welcoming atmosphere for breastfeeding families
 7. Promote collaboration among health services and between health services and the local community



Scenarios

Looking from a different perspective

- Society or environment
- Antenatal / Birth period
- Postnatal
- Hospital



**Agencies and resources
available:**

See links



Last thoughts

Whatever decision the mother makes, it should be a personal one that suits both mother and child. And whatever the mother's decision, it should be supported as much as possible.