

# Implementing Point Seven

## Requirements for Point Seven

### Promote collaboration among health services and between health services and the local community

Creating a community that is supportive of breastfeeding requires the involvement of entities outside of those working in health services. Health services should avail themselves of any opportunity to collaborate with sectors of society such as schools, childcare centres, media, local business and local and national government. Among health service providers strong links should be maintained so that the opportunity for consistency in breastfeeding support and healthy infant nutrition is maximised.

There should be a reliable system in place that ensures continuity of care between hospital maternity services and services in the community, particularly where any part of the LMC service is fractionated. Written referrals between services must contain information on breastfeeding status and significant breastfeeding issues. NZBA encourages health services in the community to work together and to share information as appropriate to ensure that mothers receive consistent information and support with regard to infant and young child feeding. Health services should allow mothers and whanau/families to participate actively in discussions about their care and continued breastfeeding support.

In Aotearoa/New Zealand breastfeeding resources for the community include mother to mother breastfeeding support, parent support groups, lactation consultants, breastfeeding clinics, Maori health agencies, Pacific health agencies, Plunket nurses, practice nurses, midwives, doctors, nutritionists, pharmacists, dental health staff, health promoters and community health workers. Many mothers benefit from the support of other women who are breastfeeding. Many pregnant women value the opportunity to establish early links with other breastfeeding women and find the relevant information useful.

Health services are ideally placed to refer mothers to voluntary groups or to assist them in developing their own informal support networks. Services should encourage staff to be aware of their role in promoting breastfeeding and to encourage their awareness of community breastfeeding resources.

Working towards a breastfeeding friendly community can be demonstrated by participating in World Breastfeeding Week activities and letters to the editor in response to infant feeding items and issues. Developing a breastfeeding campaign tailored to the specific community is also a means of promoting a breastfeeding community as is linking with organisations responsible for transport, housing, employment and local government to identify barriers to breastfeeding. Liaisons and partnerships, among providers in the community, demonstrate collaboration and increase the likelihood of pregnant women, breastfeeding mothers, infants and toddlers having their needs met.

NZBA  
PO Box 20454  
Bishopdale  
Christchurch

Tel: (03) 3572072  
Fax: (03) 3572074  
Email: [info@nzba.co.nz](mailto:info@nzba.co.nz)  
[www.babyfriendly.org.nz](http://www.babyfriendly.org.nz)



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### Key requirements for the promotion of collaboration among health services and between health services and the local community

1. The service has a process/system in place for communicating a mother's breastfeeding progress as she moves between services in the community.
2. The services has a process/system in place for communicating a mother's breastfeeding progress at LMC handover.
3. Breastfeeding concerns are dealt with in an appropriate and timely manner.
4. Health workers ensure breastfeeding mothers are aware of which services are available.
5. Information is given to breastfeeding women on breastfeeding support groups.
6. This information includes culturally appropriate services.
7. There are mechanisms in place to obtain feedback from the local community.
8. Evidence is available to show that health workers foster collaboration with other health services and are working towards a breastfeeding culture in the community.

*Access to Breastfeeding Support groups in the Community is vital*

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Christchurch

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Email: [info@nzba.co.nz](mailto:info@nzba.co.nz)  
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## Documentation required for Point Seven prior to Assessment

1. Evidence of the process / system in place for communicating a mother's breastfeeding progress as she moves between services in the community.
2. Evidence of the process / system in place for communicating a mother's breastfeeding progress at LMC handover.
3. Evidence of the mechanisms in place to obtain feedback from the local community.
4. Evidence that community support groups include those that are culturally appropriate to meet the needs of clientele.