New Zealand Ministry of Health Breastfeeding Definitions

Exclusive breastfeeding: The infant has never, to the mother's 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 per the Medicines Act 1981

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 48 hours.

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

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.

Complementary Feeding: The process of giving an infant food in addition to breast milk or infant formula when either becomes insufficient to satisfy the infant's nutritional requirements. (WHO)

NZBA
Baby Friendly Aotearoa New Zealand

Baby Friendly Community Initiative

The Baby Friendly Community Initiative (BFCI) has three key objectives:

- To increase the percentage of babies who are breastfed.
- To increase the duration of exclusive breastfeeding.
- To sustain breastfeeding after six months alongside the introduction of appropriate, adequate and safe complementary foods.

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The WHO/UNICEF International Code of Marketing of Breastmilk Substitutes

Key points from the International Code

The 10 key points from the International Code, which apply to products within the scope of the International Code, are as follows:

1. Products should not be advertised or otherwise promoted to the public.
2. Mothers and pregnant women and their families should not be given samples of products.
3. Health care providers should not be given free or subsidised supplies of products and must not promote products.
4. People responsible for marketing products should not try to contact mothers or pregnant women or their families.
5. The labels on products should not use words or pictures, including pictures of infants, to idealise the use of the products.
6. Health workers should not be given gifts.
7. Health workers should not be given samples of products, except for professional evaluation or research at institution level.
8. Material for health workers should contain only scientific and factual information and must not imply or create a belief that bottle-feeding is equivalent or superior to breastfeeding.
9. All information and educational materials for pregnant women and mothers, including labels, should explain the benefits and superiority of breastfeeding, the social and financial implications of its use, and the health hazards of the unnecessary or improper use of formula.
10. All products should be of a high quality and take account of the climate and storage conditions of the country where they are used.

Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand – MoH 2007

The Seven Point Plan

1. **Have** a written breastfeeding policy that routinely is communicated to all staff and volunteers.
2. **Train** all 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 six months.
5. **Encourage** sustained breastfeeding beyond six months, to two 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.