



NZBA

Baby Friendly Aotearoa
New Zealand

Part 4: Breastfeeding Resources for Aotearoa New Zealand

About This Document

The Baby Friendly Hospital Initiative (BFHI) is part of the Baby Friendly Aotearoa Programme. The BFHI criteria for Aotearoa New Zealand are based on the *UNICEF/WHO Baby Friendly Hospital Initiative: Revised and Updated 2018*. The global assessment tool forms the basis of the audit and accreditation procedure for all countries. In New Zealand amendments and clarifications to the accreditation documents have been made and the format of the documents differ.

The BFHI documents for New Zealand are presented in **three sections**:

Section One: General Information

Part 1: Background and Baby Friendly Implementation in Aotearoa New Zealand

Part 2: Criteria/standards

Section Two: BFHI Service Provider Information

Part 3A: Background Information for Services for Baby Friendly Hospital Initiative Audit

Part 3B: Pre-Audit Questionnaire

Part 4: Breastfeeding Resources for Aotearoa New Zealand

Part 5: Self-Assessment Tool

Part 6: Audit Questions Outline

***This is Part 4: Breastfeeding
Resources for
Aotearoa New Zealand***

Section Three: Auditor Information (Secured)

Guide for External Auditors (only available via protected password to NZBA auditors) -

Throughout the various parts in the document there are research findings to support the BFHI programme. All reference articles used can be found in Part 4: Breastfeeding Resources for Aotearoa New Zealand.

The intent in Aotearoa New Zealand is to encourage consistent evidence-based, culturally-appropriate infant feeding practices at all maternity facilities and where initiation of breastfeeding occurs acknowledging:

- Te Tiriti o Waitangi (the Treaty of Waitangi) is an integral part of BFHI in Aotearoa New Zealand;
- New Zealand has a unique system where women choose their Lead Maternity Carer (LMC) for their antenatal, birth and postnatal care. The auditing tool was developed to assess the maternity service and staff employed by the maternity service;
- self-employed LMCs utilising maternity facilities also have a key role in practising in line with BFHI principles and promoting these in the community;
- informed consent is an important part of the BFHI process;
- consultation with tangata whenua, community service providers and consumers is mandatory in the development of breastfeeding policies.



The New Zealand Ministry of Health requires all maternity services in New Zealand to attain, and then maintain Baby Friendly Hospital Accreditation. These documents have been accepted as the New Zealand BFHI accreditation criteria, adapted from the International BFHI documents.

NZBA has undertaken extensive consultation, to ensure this document reflects Te Tiriti o Waitangi, meets New Zealand legislation and works with the context of our unique maternity system.

NZBA's focus and systems are being adapted to reflect this consultation process.

Thank you to everyone who has contributed to the development and revision of this document.

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Contact Details for Related Organisations

New Zealand Organisations		
New Zealand Breastfeeding Alliance (NZBA)	Unit 1, First Floor 16 Sheffield Crescent P O Box 20-454 Bishopdale Christchurch 8543	Phone: 03 3572 072 Email: info@nzba.co.nz Website: www.babyfriendly.org.nz
Ministry of Health (MoH)	PO Box 5013 Wellington	Website: www.moh.govt.nz/moh.nsf/indexmh/breastfeeding Website: http://www.moh.govt.nz/moh.nsf/wpg_index/publications-index
La Leche League New Zealand (LLLNZ) <i>Publishes Aroha bi-monthly, & Breastfeeding Communique annually</i>	PO Box 50-780 Porirua Wellington 5240	Phone: 04 4710690 Fax: 04 9787142 (fax) Email: administrator@lalecheleague.co.nz Website: www.lalecheleague.org.nz
Lactation Consultants of Australia & New Zealand Ltd (LCANZ)	PO Box 576 Crows Nest New South Wales 1585 Australia	Phone: 61 2 9431 8621 Fax: 61 2 9431 8677 Email: info@lcanz.org Website: www.lcanz.org
New Zealand College of Midwives Inc (NZCOM) <i>publishes the New Zealand College of Midwives Journal 2x/year & the Midwifery News quarterly.</i>	376 Manchester Street PO Box 21-106 Edgware Christchurch 8014	Phone: 03 3772 732 Fax: 03 377 5662. Email: nzcom@nzcom.org.nz Website: http://www.midwife.org.nz/
UNICEF New Zealand	PO Box 10459 The Terrace Wellington 6143	Phone: 0800 243 575 (NZ only) (+64) (04) 8159370 (Int) Fax: 04 8159389 On-line: www.unicef.org.nz

<p>New Zealand Lactation Consultants Association (NZLCA) publishes <i>'Staying Abreast'</i> four times a year and provides a 'Find a Lactation Consultant' service from the website</p>	<p>PO Box 29279 Christchurch</p>	<p>Phone: 0800 452 282 On-line: http://www.nzlca.org.nz</p>
<p>Parents Centres New Zealand Inc (PCNZ) Publishes <i>Kiwiparent</i> two-monthly.</p>	<p>PO Box 54128 Mana Wellington 5247</p>	<p>Phone : 04 233 2022 Fax: 04 233 2063 On-line: www.parentscentre.org.nz Email: info@parentscentre.org.nz</p>
<p>Plunket Whānau Āwhina</p>	<p>Plunket National Office Level 3 40 Mercer Street Wellington 6011 or PO Box 5474 Wellington 6145</p>	<p>Phone: 04 471 0177 Fax: 04 471 0190 On-line: www.plunket.org.nz</p>
<p>Women's Health Action Trust (WHA)</p> <ul style="list-style-type: none"> • Promotion and analysis of maternal and child health policies • Dedicated breastfeeding and working website • Development & implementation of national breastfeeding promotion campaigns such as the Big Latch On 	<p>PO Box 9947 Newmarket Auckland 1149</p>	<p>Phone: 09 520 5295 Fax: 09 5205731 Email: info@womens-health.org.nz / info@bfw.org.nz Websites: www.womens-health.org.nz / www.bfw.org.nz / www.biglatchon.org.nz</p>

International Organisations		
World Health Organisation	Distribution and Sales CH-1211 Geneva 27 Switzerland	Email: publications@who.ch_WHO/UNICEF On-line: http://www.unicef.org/programme/breastfeeding/baby.htm
International Lactation Consultant Association (ILCA) Publishes <i>The Journal of Human Lactation</i> quarterly	ILCA Office 2501 Aerial Centre Parkway Suite 103 Morrisville North Carolina 27560 USA	Phone: (919) 861-5577 Toll Free: 1-888-ILCA-IS-U (452-2478) Fax: (919) 459-2075 Email: info@ilca.org On-line: http://www.ilca.org/
La Leche League International	110 Horizon Drive Suite 210 Raleigh NC 27615 USA	Helpline: 1+877-4 LA LECHE (452-5324) Office: 1+919-459-2167 1+800-LALECHE (525-3243) fax: 1+919-459-2167 Email: info@lilli.org Media: pr@lilli.org On-line: http://www.lalecheleague.org
World Alliance for Breastfeeding Action (WABA) <ul style="list-style-type: none"> • co-ordinates World Breastfeeding Week • produces World Breastfeeding Week Action Folders, Activity Sheets and various other publications 	WABA Secretariat PO Box 1200 10850 Penang Malaysia	Phone: (60-4) 6584816 Fax: (60-4) 6572655 Email: waba@streamyx.com On-line: http://www.waba.org.my/
The International Code Documentation Centre (ICDC)	ICDC PO Box 19 10700 Penang Malaysia	Fax: (60)46577291 On-line : http://www.ibfan.org/our_network-documentation.html
Breastfeeding Association of Australia Produces <i>Breastfeeding Review</i> quarterly	PO Box 231 Nunawading Victoria 3131 Australia	Phone: (+61) 3 9885 0855 Fax: (+61) 3 9885 0866 Online: http://www.breastfeeding.asn.au

Australian Lactation Resource Centre	Head Office 1818-1822 Malvern Rd East Malvern Victoria 3145 Australia	Phone: (+61) 3 9885 0855 Fax: (+61) 3 9885 0866 Online: http://www.breastfeeding.asn.au Email: lrc@breastfeeding.asn.au
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Websites for Breastfeeding Information

Useful Websites	
American Academy of Pediatrics	http://www.aap.org/
IBFAN Resource Centre	http://www.ibfan.org/gbics-national_level.html
Nutrition for Health and Development (NHD)	http://www.who.int/nutrition/en/
UNICEF	http://www.unicef.org/nutrition/index_breastfeeding.html
UNICEF UK Baby Friendly	http://www.unicef.org.uk/babyfriendly/ For ' <i>The evidence and rationale for the UNICEF UK Baby Friendly Initiative Standards</i> ': http://www.unicef.org.uk/Documents/Baby_Friendly/Research/baby_friendly_evidence_rationale.pdf

Reading Resources on BFHI and Breastfeeding

- **Adequacy of Milk Intake During Exclusive Breastfeeding: A Longitudinal Study** Susan B. Nielsen, John J. Reilly, Mary S. Fewtrell, Simon Eaton, James Grinham, J.C. K. Wells. *Pediatrics* Vol. 128, No. 4, October 1, 2011. pp. e907-e914.
- **Audit of a clinical guideline for neonatal hypoglycaemia screening.** Sundercombe S.L., Raynes-Greenow C.H., Carberry A.E., Turner R.M., Jeffery H.E.J. *Paediatric Child Health*, 2013 Oct;49(10):833-8.
- **A Transition Strategy for Becoming a Baby-Friendly Hospital: Exploring the Costs, Benefits, and Challenges.** Jami DelliFraine, James Langabeer II, Rigoberto Delgado, Janet F. Williams, and Alice Gong. *Breastfeeding Medicine: Volume 8*, Number 2, 2013.
- **Baby Friendly Hospital Initiative: Documents for Aotearoa New Zealand (2017)** New Zealand Breastfeeding Authority www.babyfriendly.org.nz
- **Breastfeeding and Human Lactation**, Enhanced Fifth Edition 2016 [Karen Wambach, Jan Riordan]
- **Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries**, Tufts-New England Medical Centre Evidence-based Practice Centre Boston; <http://www.ahrq.gov/downloads/pub/evidence/pdf/brfout/brfout.pdf>
- **Breastfeeding and Neonatal Weight Loss in Healthy Term Infants**, Riccardo Davanzo, Zemira Cannioto, Luca Ronfani, Lorenzo Monasta, Sergio Demarini, *Journal of Human Lactation* January 2013.
- **Breastfeeding Answers Made Simple**, Nancy Mohrbacher, (2010) Hale Publishing.
- **Breastfeeding Made Simple, *Seven Natural Laws for Nursing Mothers***. N Mohrbacher, K Kendall-Tackett, 2nd edition 2010.
- **Breastfeeding Management in Australia**, edited by Wendy Brodribb, 4th ed. ABA 2012
- **Celebrating Innocenti 1990-2005. Achievements, challenges and future imperatives**; <http://www.unicef-irc.org/publications/pdf/1990-2005-gb.pdf>
- **Code Essentials 1: Annotated International Code of Marketing of Breastmilk Substitutes and subsequent WHA Resolutions.** IBFAN 2008.
- **Code Essentials 2: Guidelines for Policy Makers on Implementing the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions.** IBFAN 2009.

- **Code Essentials 3: Responsibilities of Health Workers under the International Code of Marketing of Breastmilk Substitutes and subsequent WHA resolutions.** IBFAN 2009.
- **Cost Comparison of Baby Friendly and Non-Baby Friendly Hospitals in the United States,** Jami DelliFraine, Jim Langabeer, Janet F. Williams, Alice K. Gong, Rigoberto I. Delgado, Sara L. Gill. *Pediatrics* Vol. 127 No. 4 April 2011, pp. e989-e994.
- **Effectiveness, Implementation and Monitoring of the International Code of Breastmilk Substitutes in New Zealand: A Literature and Interview-Based Review,** 2011, Matt Burgess, Neil Quigley.
- **Effects of Sucking and Skin-to-Skin Contact on Maternal ACTH and Cortisol Levels During the Second Day Postnatal-Influence of Epidural Analgesia and Oxytocin in the Perinatal Period.** Handlin L, Jonas W, Petersson M, Ejdeback M, Ransjo-Arvidson A, Nissen E, Uvnas-Moberg K. *Breastfeeding Medicine*: Vol 4, Number 4, 2009.
- **Evidence for the Ten Steps to Successful Breastfeeding.** Division of child health and development. World Health Organization. Geneva .1998. Available from WHO. These are in the process of being updated by the World Health Organisation.
- **Food and Nutrition Guidelines for Healthy Breastfeeding Women; A Background Paper.** Ministry of Health, New Zealand, 2008. <http://www.health.govt.nz/publication/food-and-nutrition-guidelines-healthy-breastfeeding-women-background-paper>
- **Food and Nutrition Guidelines for Healthy Infants and Toddlers (Aged 0 - 2); A Background Paper.** Ministry of Health, New Zealand, 2008. <http://www.health.govt.nz/publication/food-and-nutrition-guidelines-healthy-infants-and-toddlers-aged-0-2-background-paper-partially>
- **Global Strategy for Infant and Young Child Feeding,** World Health Organisation, Geneva, 2003.
- **The Gluckman Report:'Interpreting science - implications for public understanding, advocacy and policy formation: A discussion paper.'** Sir Peter Gluckman KNZM FMedSci FRSNZ FRS, *Chief Science Advisor to the Prime Minister*, April 2013, <http://www.pmcsa.org.nz/wp-content/uploads/Interpreting-Science-April-2013.pdf>
- **Health Professionals' Insights Regarding the Baby-Friendly Hospital Initiative,** Donna J. Chapman *Journal of Human Lactation* 2012 28: 315
- **Hydration Status of Exclusively and Partially Breastfed Near-Term Newborns in the First Week of Life,** Kusuma S, Agrawai S, Kumar P, Narang A, and Prasad R. *Journal of Human Lactation* 2009; 25:280.
- **Impact of Birthing Practices on Breastfeeding,** Linda Smith, Mary Kroeger, 2009. Second Edition. Jones and Bartlett.
- **Implementing and Monitoring the International Code of Marketing of Breastmilk Substitutes in New Zealand: The Code in New Zealand,** Ministry of Health, 2007.

- **Implementing the ten steps to successful breastfeeding in multiple hospitals serving low-wealth patients in the US: innovative research design and baseline findings**, *International Breastfeeding Journal*, 2013, 8:5 Miriam H Labbok, Emily C Taylor, Nathan C Nickel.
- **Infant and Young Child Feeding Counselling: An Integrated Course**, WHO/UNICEF 2006. <http://www.who.int/nutrition/publications/infantfeeding/9789241594745/en/index.html>
- **Innocenti Declaration on Infant and Young Child Feeding**, WHO/UNICEF, 2005 <http://innocenti15.net/declaration.pdf.pdf>
- **International Code of Marketing of Breastmilk Substitutes** - Adopted at the 34th World Health Assembly, Geneva, Switzerland, 1981 and subsequent relevant World Health Assembly resolutions
- **International Perspectives on the Baby-Friendly Initiative**, Josip Grguric, Ruth-Ann Wen, Elisabeth Kylberg, Sue Ashmore and Trish MacEnroe *Journal of Human Lactation* 2012 28: 281
- **Kidshealth.org.nz: A joint initiative between the Starship Foundation and the Paediatric Society of New Zealand** © Ministry of Health 2014 (Infant Nutrition Section); <http://www.kidshealth.org.nz/good-latch-key-successful-breastfeeding>
- **Medications & Mothers Milk**. T Hale. H. E Rowe. 17th Edition, 2017.
- **Midwives Handbook for Practice**. New Zealand College of Midwives (Inc) Christchurch.
- **Milk and Social Media: Online Communities and the International Code of Marketing of Breastmilk Substitutes**, Sheryl W. Abrahams *Journal of Human Lactation* 2012 28: 400
- **Nipple Shields: A Review of the Literature**. McKechnie A C and Eglash A. *Breastfeeding Medicine* Vol 5, Number 6, 2010.
- **Nutrient Adequacy of Exclusive Breastfeeding for the Term Infant During the First Six Months of Life**. WHO 2002
- **Overcoming Barriers to Baby-Friendly Status: One Hospital's Experience**. Joyce McKeever and Rose St. Fleur. *Journal of Human Lactation* 2012 28: 312
- **Punching Above Its Weight: Does New Zealand's Responsibility for Protecting, Promoting, and Supporting Breastfeeding Extend beyond Its Own Borders?** Judith Galtry *Journal of Human Lactation* 2013 29: 128
- **Removal of Industry-Sponsored Formula Sample Packs from the Hospital: Does It Make a Difference?** Lori Feldman-Winter, Xena Grossman, Amudha Palaniappan, Elyse Kadokura, Krystal Hunter, Barry Milcarek and Anne Merewood *Journal of Human Lactation* 2012 28: 380
- **Section 88 Primary Maternity Services Notice 2007**. <http://www.moh.govt.nz/moh.nsf/indexmh/section88-maternity-notice-2007-feb07>
- **Stealth Formula Marketing--Coming Soon to a City Near You?** Marsha Walker, *Journal of Human Lactation* 2012 28: 278

- **Ten Steps or Climbing a Mountain: A study of Australian health professionals' perceptions of implementing the Baby Friendly Health Initiative to protect, promote and support breastfeeding.** Schmied V, Gribble K, Sheehan A, Taylor C, Dykes F C. *BMC Health Services Research* 2011, 11:208.
- **Ten Steps to Successful Breastfeeding: A Summary of the Rationale and Scientific Evidence.** R Saadeh and J Akre, *Birth* 23:3, 154-60, 1996.
- **Textbook of Human Lactation.** Thomas Hale, Peter Hartmann 2017
- **The evidence and rationale for the UNICEF UK Baby Friendly Initiative standards (2012)** <http://www.unicef.org.uk/BabyFriendly/Resources/General-resources/The-evidence-and-rationale-for-the-UNICEF-UK-Baby-Friendly-Initiative-standards/>
- **The New Zealand/Aotearoa Baby-Friendly Hospital Initiative Implementation Journey: Piki Ake Te Tihi "Strive for Excellence"** Ruth Martis and Julie Stufkens 2013 *Journal of Human Lactation* 29: 140
- **The optimal duration of exclusive breastfeeding: a systematic review.** Kramer MS, Kakuma R. *Cochrane Database of Systematic Reviews* 2002, Issue 1. <http://www2.cochrane.org/reviews/de/ab003517.html>
- **The Oxytocin Factor:Tapping the Hormone of Calm, Love and Healing.** Kerstin Uvnäs Moberg, 2003 Da Capo Press
- **The principles of protection, promotion and participation enshrined in the Treaty of Waitangi,** 6 February 1840
- **The Womanly Art of Breastfeeding.** La Leche League International. 8th revised edition 2010. Available from LLLNZ.
- **Understanding the Breast Crawl Implications for Nursing Practice.** Amanda Henderson. *Nursing for Women's Health* Vol 15, Issue 4.Pages 296-307 August/September 2011.
- **What Is a "Baby-Friendly Hospital" and What Does It Mean to Me?** Debi Page Ferrarello *Journal of Human Lactation* 2012 28: 419
- **WHO Child Growth Standards Methods and Development.** WHO 2006

New Zealand Legislation

Legislation or Publication	Website Link
The Health Act 1956 and amendments	http://www.legislation.govt.nz/act/public/1956/0065/latest/DLM305840.html
The Privacy Act 1993 and amendments	http://www.legislation.govt.nz/act/public/1993/0028/latest/DLM297056.html
The Medicines Act 1981 and amendments	http://www.legislation.govt.nz/act/public/1981/0118/latest/dlm53790.html
New Zealand Health and Disability Act 2000	http://www.legislation.govt.nz/act/public/2000/0091/latest/D_M80051.html
The Code of Health & Disability Services Consumer Rights 1996 (reviewed 2014)	http://www.hdc.org.nz/the-act--code/the-code-of-rights