

AGM slides



NZBA

Baby Friendly Aotearoa
New Zealand

AGENDA

1. Karakia
 2. Apologies
 3. Review of Minutes of AGM 2017
 4. Matters Arising from AGM Minutes 2017
 5. Chairperson's Annual Report
 6. NZBA Executive Officer's Annual Report
 7. Te Roopu Whakaruruhau Report
 8. Financial Report 2017-18
 9. Appointment of Auditor
- General Business

Presentation:

Updating the NZ Breastfeeding strategy and Baby Friendly Aotearoa Programme

Kass Jane (Ministry of Health)

Afternoon Tea

Waiata

<https://www.youtube.com/watch?v=t7OoDouqlZo>

Kass Jane



Ministry of Health
Manatū Hauora



Baby Friendly Aotearoa Programme & Updating the NZ Baby Friendly Documents



WHY?

- Breastfeeding contributes to child wellbeing
- Māori and Pacific peoples, low-income families and young mothers have lower breastfeeding rates than other groups
- Breastfeeding rates continue to fall on discharge and at 6 months
- Influences on breastfeeding rates are complex and conversations about breastfeeding are polarising
- The positive impact of breastfeeding in creating loving and responsive relationships is now understood.



New Zealand today

- Babies are from diverse communities
- Māori and Pacific children have poorer health outcomes than others
- Delivery of Maternity Services in New Zealand is changing
- Pressure on LMC workforce
- Commitment to Baby Friendly from NZ Government remains and to International BF developments
- BFHI is only a part of the system that supports breastfeeding and there is the need to involve neonatal units, community groups and others
- 'Baby friendly' is a quality initiative and needs joining up with other quality systems
- Being Baby Friendly requires proving support to the non breastfeeding mother
- Opportunity to use new IT and Education tools
- Cost pressures on health system

In 2018

- New Zealand needs to align its BFHI system with revised '10 Steps to Successful Breastfeeding' from WHO/UNICEF that replace the 1989 version
- Update the 'Baby Friendly' Programme (started in NZ 18 years ago) to be relevant
- Relaunch the programme for 2020
- Work collaboratively



The revised "Ten Steps to Successful Breastfeeding (2018)"

Working towards a Baby Friendly Aotearoa, the New Zealand Breastfeeding Alliance is about to commence the process to update the New Zealand Baby Friendly Documents. The Documents will be aligned to the revised "Ten Steps to Successful Breastfeeding" and be used as part of the audit process from 2020.

Critical management procedures

- 1a. Comply fully with the International Code of Marketing of Breast-milk Substitutes and relevant World Health Assembly resolutions.
- 1.b Have a written infant feeding policy that is routinely communicated to staff and parents.
- 1.c Establish ongoing monitoring and data-management systems.
2. Ensure that staff have sufficient knowledge, competence and skills to support breastfeeding.

Key clinical practices

3. Discuss the importance and management of breastfeeding with pregnant women and their families.
4. Facilitate immediate and uninterrupted skin-to-skin contact and support mothers to initiate breastfeeding as soon as possible after birth.
5. Support mothers to initiate and maintain breastfeeding and manage common difficulties.
6. Do not provide breastfed newborns any food or fluids other than breast milk, unless medically indicated.
7. Enable mothers and their infants to remain together and to practise rooming-in 24 hours a day.
8. Support mothers to recognise and respond to their infants' cues for feeding.
9. Counsel mothers on the use and risks of feeding bottles, teats and pacifiers.
10. Coordinate discharge so that parents and their infants have timely access to ongoing support and care.



www.babyfriendly.org.nz

APPROACH A

- Establish the Baby Friendly Aotearoa Programme focusing on transforming aspects of New Zealand's maternity and well child systems to improve breastfeeding rates.
- Approaching Baby Friendly from the philosophy of supporting, loving and responsive relationships.
- Incorporate BFHI and BFCI.

APPROACH B

Determine

- Standards for BFHI aligned to the new 10 steps(2018)
- Place of
- Assessment criteria
- Accreditation
- Transition matters



BFHI Education Requirements

... more about that later

Next

- Develop the Baby Friendly Aotearoa Programme
- Agree the Standards for BFHI aligned to the new 10 steps(2018)
- Consultation
- Communication
- Systems set up to support new revised approach including training Baby Friendly Coordinators and Auditors





