

Being Baby Friendly



NZBA
Baby Friendly Aotearoa
New Zealand

*Supporting mothers and
whānau to feed their babies*

The Ministry of Health requires us to follow the Baby Friendly Initiative. Being baby-friendly means:-

Our staff are trained to support you with feeding your baby.

- You and your whānau have information about breastfeeding when you are pregnant, so you can prepare for feeding your baby.
- All women and babies can expect to have skin-to-skin contact immediately after birth. This supports a life-long relationship with you and your baby. Skin to skin contact helps your baby recover from the birth, keeps your baby comforted and protects your baby against infection.
- Our staff will show you how to feed your baby. They will help you and your baby learn about infant feeding. This will include support to express your milk when necessary.
- Unless there is a medical need or you have requested it, your baby will not receive any food or fluids other than breast milk. This helps establish your breast milk supply and gives your baby all the benefits of being exclusively breastfed.
- Your baby will stay with you, day and night. We encourage you to feed your baby frequently in response to their feeding cues. Babies tend to feed more at night, especially on the 2nd and 3rd nights.
- We do not advertise infant formula, receive free gifts of formula or have feeding equipment on display. If they are needed, we will talk to you about why and how to use them.
- We'll make sure you know who can support you with feeding your baby and how to contact them when you go home.
- The infant feeding policy is available on request.

www.babyfriendly.org.nz

Manaakihia nga kohungahunga hou

Tautokongia i nga mama ki te whangai U ki ou ratou kohungahunga hou

Na te Manatū Hauora e hiahia ana kia whai tatou i te Kaupapa Paipai Pepi. Ko te tikanga a te kawa, kia atawhaingia ou ratou kohungahunga hou.

Ka whakangungua a mātou kaimahi ki te tautoko ia koe ki te whangai U, i tou kohungahunga hou.

- Kei nga mama me ou ratou whanau tautoko nga korero e pā ana ki te whāngai U i ou ratou hapūtanga, na ka taea e nga mama nga whakaritenga mo te whangai U mo ou kohungahunga hou
- Ka taea e nga mama katoa me nga kohungahunga hou ki te whai i te urupa kiri-kiri i muri i te putanga a te kohungahunga hou. Ka tautoko tenei i te hononga-ora ki a koe me toukohungahunga hou. Kia āwhina i tou kohungahunga hou mai i te whanautanga, me te tiakina nga mea rarurau hoki.
- Ka whakaatu mai nga kaimahi ki a koe ki te whangai U. Ka uru atu tenei ki te tautoko ki te whakaatu i to waiu i te wa e tika ana.
- Mehemea kaore he mate hauora, kua tonohia ranei e koe, ko te whangai U anake te kai, kaore ano he kai tuatu. Kia whakapumautia matou ki nga painga o te whangai U.
- Ka noho tou kohungahunga hou ki to taha i nga wa katoa. na matou koe e atawhai me to kohungahunga hou, i te nuinga o te wa ki te whakaatu ki a ratau kai. Kia arahina ai nga kaimahi kia tohutohu ai koe he aha nga tohu matekai mai tou kohungahunga hou mo nga po tuarua ki te po tuatoru ranei.
- Kaore e whakaaturia ana e matou te raupapa pepeha, ka whiwhi i nga taonga tuku noa o te tauira, kei te kai ranei i nga taputapu i runga i te whakaaturanga. Mena he patai tou, kua e amuamu patai atu ki nga kaimahi, na ratou koe e atawhai.
- I mua tou wehenga, kia mohiotia e koe, ko wai ratou ma hei awhinatia e koe ki te whangai U i tou kohungahunga hou.
- Mena i te hiahiatia koe te kaupapa here whangai kohungahunga hou, patai atu ki nga kaimahi.