



New Zealand Breastfeeding Alliance (NZBA) Member Engagement Policy

1. Purpose

The purpose of this document is to outline the New Zealand Breastfeeding Alliance's policy on Member Engagement.

Vision of the New Zealand Breastfeeding Alliance (NZBA)

Breastfeeding is the cultural norm for infant feeding in Aotearoa New Zealand.

NZBA Mission Statement

To protect, promote and support breastfeeding in Aotearoa New Zealand as the normal method of infant feeding.

2. Background

Breastfeeding helps lay the foundations of a healthy life for a baby and makes a positive contribution to the lifelong health and wider wellbeing of mothers and whānau/families.

The World Health Organization (WHO) and UNICEF launched the Baby Friendly Initiative in 1991, with the aim of all maternity facilities becoming centres of breastfeeding support. The Baby Friendly Hospital Initiative is the World Health Organization's primary intervention strategy for strengthening the capacity of national health systems to protect and support breastfeeding. Considerable efforts have been made in most countries to implement BFHI. In most areas it has been shown to make a difference to the breastfeeding rates, and infant and child health have improved

In 1998 NZBA was established by member groups in response to New Zealand's static breastfeeding rates and the need for groups to work together to improve the rates.

The NZBA's main role has been in the development and administration of the Baby Friendly Hospital Initiative and, latterly, in the development of the Baby Friendly Community Initiative.

Working with its members and other key organization's NZBA advocates ensuring that all mothers and their families are given consistent, accurate information about the benefits of breastfeeding, and support to continue breastfeeding as long as they are able.

Other roles and responsibilities of the NZBA include but are not limited to:

- providing independent advice and being a forum for the coordination of breastfeeding strategies throughout New Zealand
- providing national advocacy for projects and initiatives that will support, promote and improve breastfeeding rates throughout New Zealand



In 2004 the Ministry of Health contracted NZBA to pilot the Baby Friendly Community Initiative at a regional level. The *Baby Friendly Community Initiative* aims to protect, promote and support breastfeeding for healthy mothers and babies in the community. The *Seven Point Plan* is based on the principles of *The Ten Steps* and extends them to include health services in the community.

3. Definition of an NZBA Member

NZBA Members are various organisations or groups that have an interest or involvement with breastfeeding issues and support the objectives of NZBA and the goals of the Baby Friendly Initiative.

Associate members are defined individuals who support the objectives of NZBA and the goals of the Baby Friendly Initiative.

4. Objectives of NZBA

- To protect, support and promote breastfeeding in Aotearoa New Zealand.
- To maintain a network of individuals and organisations that has the objective of protecting, supporting and promoting breastfeeding in Aotearoa New Zealand.
- To actively promote the BFI in Aotearoa New Zealand.
- To disseminate information throughout the network on matters related to breastfeeding and the BFI.
- To support the principles of the Treaty of Waitangi – protection, participation and partnership, by ensuring Maori representation and participation at all levels of decision-making and implementation.
- To support the aim of the World Health Organisation International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly Resolutions.

5. Goals of the Baby Friendly Initiative

- To encourage and facilitate the transformation of hospital facilities in accordance with the WHO/UNICEF *Ten Steps to Successful Breastfeeding*.
- To end the practice of distribution of free and low-cost supplies of breastmilk substitutes to hospitals and health care facilities in accordance with the International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA Resolutions.

6. NZBA Member Engagement Principles

- *Valuing relationships*: NZBA recognises the importance of building positive relationships with our stakeholders.



- *Engagement is mutually beneficial:* NZBA recognises that member support is required to achieve its goals and objectives. We are therefore committed to engaging with our members on issues of mutual concern. Through the process of engagement we will better understand and take into account our members' interests, concerns and issues. Equally, the process of engagement means our members will understand and support NZBA's goals and objectives.
- *Relevant/Appropriate engagement:* NZBA recognises that different members may require / warrant different styles and intensity of engagement and thus NZBA will undertake to adapt their level of approach as required.
- *Integrity:* NZBA will strive to ensure members feel comfortable and secure in their dealings with the organisation. We are committed to being fair, honest, open and transparent in our relationships with members. We respect our members and value their views. When commercially sensitive information or other information that is provided in confidence, is received, that confidence will be maintained.
- *Responsiveness:* NZBA are open to learning from our members and making improvements as a result of their feedback. We also recognise that NZBA needs to take responsibility for its decisions. Leadership for us involves listening to our members, carefully assessing their input, taking responsibility for the decisions we make and communicating our position to our members.

7. Governance

The Board of NZBA is drawn from its member organizations and elected annually at the AGM. The AGM is held in November each year. The process is laid out in the Rules of NZBA: <https://www.babyfriendly.org.nz/about-us/how-to-become-a-member-organisation/>. The Board is made up of 5 to 8 members and will include a member from each of the following 3 categories; consumer, health professional and Maori.

Te Rōpu Whakaruruhau works to support, promote and protect breastfeeding for Māori through the provision of expert advice and support to New Zealand Breastfeeding Alliance (NZBA) Board in the delivery of the Baby Friendly Hospital Initiative, Baby Friendly Community Initiative and related contracts. The Chair of Te Rōpu Whakaruruhau is a member of the NZBA Board.

8. Suspension and Termination of Membership

- Any member organisation or associate member shall cease to be a member if the member gives notice in writing to the NZBA.



- The NZBA Board shall have the right to suspend membership or associate membership if and when it decides that the actions of such member or associate member are inconsistent with the objectives of the NZBA.
- Any suspension shall continue until a vote is taken at a Special General Meeting in accordance with the provisions of the NZBA rules.
- The decision to terminate membership or associate membership is by a vote at a Special General Meeting after the member has had the opportunity to defend their position.
- Notice of the Special General Meeting shall be in writing as per the rules or as outlined in the rules.