

New Zealand Breastfeeding Alliance Annual General Meeting

Kass Jane, Senior Advisor Maternity

Thursday 22 November 2018

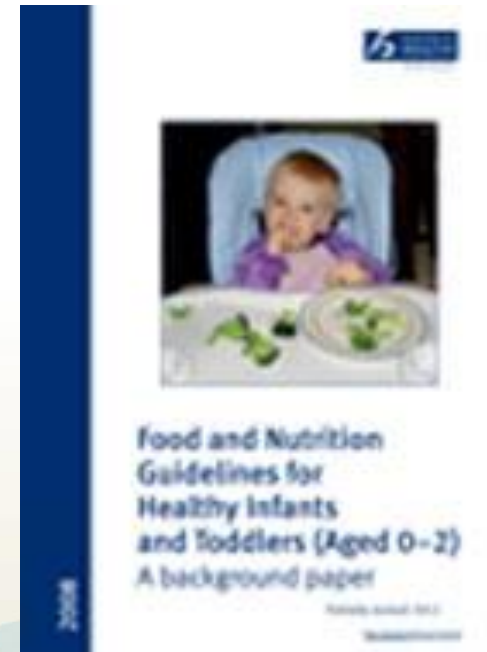
Child and Youth Wellbeing Strategy

- The first Child and Youth Wellbeing Strategy will be published in 2019
- A Child Wellbeing Unit has been established in DPMC
- The Strategy aims to significantly improve the lives of New Zealand's children and sets out the actions the Government intends to take
- Have your say! The closing date for submissions is Wednesday 5 December 2018



Review of Ministry Nutrition Guidelines

- The Ministry has began the review of the two key dietary guidelines:
 - *Food and Nutrition Guidelines for Healthy Pregnant and Breastfeeding Women* (MoH 2006/partial update 2008)
 - *Food and Nutrition Guidelines for Healthy Infants and Toddlers (0-2 years)* (MoH 2008/ partial update 2012)
- The new guidance will be part of the Ministry's new guidelines series, the Eating and Activity Guidelines (<https://www.health.govt.nz/our-work/eating-and-activity-guidelines>)



Review of Ministry Nutrition Guidelines ctd

- The new guidance will follow a similar process used for the Eating & Activity Guidelines for New Zealand Adults
- The food safety advice will be provided by the Ministry for Primary Industries (MPI) as they are responsible for this area
- The Ministry is currently selecting a contractor to managed the development of the updated guidelines
- The final document for practitioners and resources for the public will be published in 2020

Refresh of the National Strategic Plan of Action for Breastfeeding

- Sector engagement July 2018
- Maternity Work Programme

Rationale for the Refresh

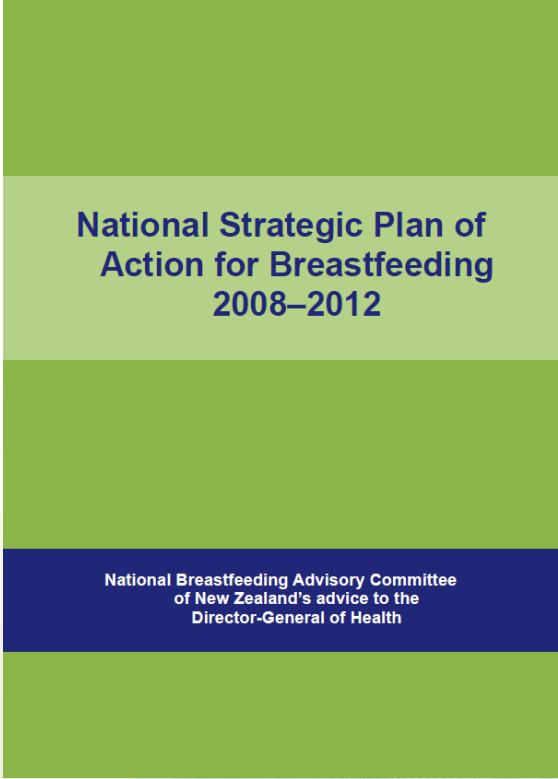
- This project is required because the National Strategic Plan of Action for Breastfeeding 2008-2012 has expired and at the present time there is no up-to-date strategy to guide breastfeeding protection, promotion, nor to support activities in New Zealand
- Absence of a current plan limits the Ministry of Health and the sector's ability to cohesively address breastfeeding issues and improve rates
- AND BECAUSE...



AND FINALLY
THE RIGHT
PEOPLE WERE
LISTENING!

Scope

- The scope of the project includes reviewing, revising and refreshing the National Strategic Plan of Action for Breastfeeding with the aim of producing an enduring strategy to address barriers to women establishing and maintaining breastfeeding in Aotearoa New Zealand



**National Strategic Plan of
Action for Breastfeeding
2008–2012**

**National Breastfeeding Advisory Committee
of New Zealand's advice to the
Director-General of Health**

Process

- Re-establish the Ministry's Cross-Ministry Breastfeeding Group
- Establish an external reference group for consultation with the sector
- Evaluate progress against the objectives outlined in the 2008-2012 plan
- Undertake an evidence review to update the references used to inform the 2008-2012 plan
- Produce a refreshed plan reflecting the consensus view of the reference group
- Obtain endorsement from the sector and stakeholders
- Develop an implementation approach for the updated objectives

Comments or Questions

