



Māori Breastfeeding Strategic Directions 2016- 2021

- including actions for 2017.2018

From Te Rōpu Whakaruruhau May 2017 to the NZBA Board



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1. Introduction

This Plan for Māori Breastfeeding developed by Te Rōpu Whakaruruhau and presented to the NZBA Board to incorporate in the NZBA Strategic Plan:

- broaden and re-focus our service delivery in recognition of New Zealand's unique health system and culture
- re-focus our services in recognition of the fact that breastfeeding rates at three months and six months have not markedly increased
- streamline current systems and processes so they become cost effective and efficient for DHBs and encourage community service provider participation
- re-think and re-orientate our role, functions and work programme to support a number of opportunities for NZBA

2. Whakapiripiri Whanau Framework

NZBAs strategic directions are based on Ta Mason Durie's Whakapiripiri Whanau Framework forms the basis of this Māori health plan.

Tātau Tātau

The NZBA staff and Board will work in partnership with the maternity and child health sectors to find new, creative, and cost effective ways of engaging with hospital facilities, communities and delivering initiatives which recognise the uniqueness of each community. The aim is to continue to protect, promote and support breastfeeding in New Zealand and to increase breastfeeding rates from hospital discharge to 6-months period

This will be achieved by having an organisation that:

- is well connected and utilises the support and expertise of our coalition of 30 breastfeeding stakeholder organisations, the Ministry, DHBs and the maternity and Well Child quality initiatives
- is increasingly responsive to New Zealand's unique health system and culture
- is the "go-to body" for breastfeeding - sought for advice, information and education resource opportunities by the Ministry, DHBs, and health professionals
- is proactive within the sector in identifying creative ways to change methods of service delivery to increase breastfeeding rates for Māori

Manaakitanga

Provide the opportunities and the tools to support and enable information sharing and support

Whai Wāhitanga

Provide high quality, timely and relevant information on matters relevant to breastfeeding and the Baby Friendly Initiatives

Mana Tiaki

Provide a collaborative interagency voice for breastfeeding protection, promotion and support

Whakatakoto Tūtoro

Provide new, creative and cost effective ways of increasing the breastfeeding rates, especially the 6-week to 6-months period

Connect with the maternity and child health sector for the purpose of collaborating, educating and undertaking the work relevant to breastfeeding and the Baby Friendly Initiatives.

Educate on Baby Friendly and breastfeeding responsive to the needs identified by maternity and child health sector, and contributes to the Ministry's various education projects.

Advocate - working in partnership with the Ministry and the maternity and child health sectors to actively advocate for the protection, promotion and support of breastfeeding in NZ.

Improve Outcomes by streamlining our systems and processes relating to Baby Friendly and by creating new and creative options for service delivery, especially Baby Friendly communities.

Whakamana: Whanau ora - whanau reaching their potential as determined by them

- ✚ To ensure any updating of NZBA website is inclusive of Māori concepts and beliefs
- ✚ To ensure all streamline of systems and processes for connecting, educating, and managing the Baby Friendly Initiatives is effective manner for Māori and ensures mana remains intact

Conceptual Framework: Whakapiripiri Whanau Framework

Tātau Tātau (collective responsibility)

Healthy development,
Access to informal health support
Access to resources to promote a healthy lifestyle
Safe environment

Mana Tiaki (guardianship) Health Development

Improved well-being
Access to resources to promote a healthy lifestyle
Enhanced quality of life
Enhanced spiritual well-being

Manaakitanga (caring)

Enhanced quality of life Healthy Lifestyles
Healthy policy development
Healthy practices
Models for health promotion

Whakamana (enablement)

Healthy development
Improved health
Access to health services
Access to resources to promote good health
Health promotion

Whakatakoto Tūtoro (planning)

Opportunities for early intervention
Healthy policy development
Access to resources to promote good health
Improved access to health services
Planning for health needs

Whai Wāhitanga (participation)

Improved access to health services
Healthy lifestyles
Health promotion
Access to resources to promote good health Informal health support

3. **Manaakitanga: Connect** with whanau, hapu, iwi, communities and networks to improve provision of culturally responsive breastfeeding services

ACTION:

- 1.1 Enhance the relationship between Te Roopu Whakaruruhau and Board through regular meetings
- 1.2 Identify opportunities for strategic partnerships with Māori advisors in DHBs and in the range of child health services including LMC, Well Child Tamariki Ora (WCTO), and Family Start
- 1.3 Identify opportunities for strategic partnerships with Nga Maia, Whanau ora collectives and Māori Women's Welfare League and form beneficial alliances and how they can optimise to support NZBAs goals (part of strategic Plan)
- 1.4 Plan a Te Reo education programme for staff which enables them to improve their cultural responsiveness in interpersonal and interagency relationships
- 1.5 Develop a register of Māori breastfeeding services (by DHB area) that is able to be accessed on the NZBA website
- 1.6 Offer the Well Child Tamariki providers opportunities via the newsletter to share their good news stories,
- 1.7 Identify examples of whanau breastfeeding champions and share information with the sector

MEASURING SUCCESS:

- 1.1 A full list of key contacts identified and compiled by June 2017
- 1.2 A schedule of meetings is agreed by June 2017
- 1.3 Staff members are able to use key Te Reo in oral and written communications, do a Mihi, answer phone with a greeting in Te Reo, be sensitive to cultural aspects of interpersonal and interagency relationships
- 1.4 Māori breastfeeding services (by DHB area) are available on the NZBA website November 2017
- 1.5 NZBA has documented the of nature cooperative arrangements with 5 professional groups (both NZ and overseas) by 30 November 2017

4. Whai Wāhitanga: Educate Clinical competency utilising traditional knowledge and expertise.

ACTIONS:

- 1** Develop a Māori component for the Baby Friendly Breastfeeding Education Standard that enables training and development providers to design their curriculum in line with NZBA accreditation.
- 2** Undertake a stocktake of all breastfeeding education & training providers by DHB, and offer Baby Friendly accreditation if their curriculum meets the NZBA standard.
- 3** Review Māori component of breastfeeding education & training provider's curriculum (to be matched against the NZBA criteria) with the goal of accrediting those whose programmes meet the criteria.
- 4** Offer breastfeeding educator's guidelines/additional support for achieving Māori specific components in their curriculum.
- 5** Recruit & train Māori assessors for Baby Friendly audits using NZBA criteria for Māori assessors.
- 6** Continue current 2016 -17 Baby Friendly education and training commitments for co-ordinators, trainers and auditors are maintained. Review after implementation of new eco-system audit tools
- 7** Provide on-line information for Māori networks and providers to easily access the information they require and the forums/tools they need to share current practice and learning [3]
- 8** Consider options for Baby Friendly 'experts' to be incorporated into Māori community initiatives and delivering consistent Baby Friendly education by region [2]
- 9** Review and update existing Māori resources including Māori education resource and BFCI desk top resource for LMC

MEASURING SUCCESS:

- 1** NZBA Standard on Breastfeeding Education (which includes a Māori component) to be posted on the NZBA website by December 2017
- 2** NZBA publishes a full list of Baby Friendly Breastfeeding Education providers by 31 June 2018
- 3** Review of the Māori component of breastfeeding education & training provider's curriculum are completed by June 2018
- 4** Breastfeeding educator's receive guidelines and additional support for Māori specific components in their curriculum by December 2017
- 5** Māori assessors for Baby Friendly audits are recruited & trained using NZBA criteria for Māori assessors.
- 6** NZBA 2016-17 education and training commitments are met by 30 June 2017
- 7** Provide on-line information for Māori networks and providers to easily access the information they require and the forums/tools they need to share current practice and learning [3]
- 8** Consider options for Baby Friendly 'experts' to be incorporated into Māori community initiatives and delivering consistent Baby Friendly education by region [2]
- 9** Resources are updated available on the NZBA website by December 2018

5. **Mana Tiaki: Advocate** – Māori leadership is implemented across all levels

ACTIONS:

- 1 All NZBA media statements include a Māori perspective as and when required
- 2 All NZBA strategies, policies, standards, and audit tools consider a Māori perspective and are focused on improving outcomes for Māori
- 3 Aligning work with strategies that are known to achieve equity and Māori health outcomes
- 4 Work in partnership with the Ministry and the maternity and child health sectors, in particular Māori organisations, to advocate service improvements that will impact positively for Māori infants 0-6-months of age.

MEASURING SUCCESS:

1. Media releases include a Māori perspective(ongoing)
2. Te Roopu Whakaruruhau has active input into all strategies, policies, standards, and audit tools.
3. NZBA can report at least 3 opportunities to advocate service improvements that will impact positively for Māori infants 0-6-months of age at 30 Nov 2017
4. NZBA reports improvements in breastfeeding rates where wider sector service changes are made and Māori women are linked to services that better suit their needs annually- 30 June

6. Whakatakoto Tūtoro: Improve Outcomes by streamlining our systems and processes related to auditing Baby Friendly and by creating new and creative options for service delivery, especially for Māori mothers within Baby

ACTIONS:

1. Review and refine the current Baby Friendly audit systems and processes in consultation with key representatives from Te Rōpu Whakaruruhau with the aim of reducing existing inefficiencies which ensure the results remain effective and reduce costs (time and money) for all parties
2. Collaborate with Māori representatives within DHBs/community service providers to identify the range of existing innovative community-wide initiatives aimed at improving breastfeeding rates, and identify opportunities for Te Rōpu Whakaruruhau concepts to support and/or enhance initiatives
3. Support organisations to implement changes and enhancements in breastfeeding services where Māori women can link to services that better suit their needs and aspirations
4. Share Māori innovations in breastfeeding services
5. Identify ways to increase the number of Māori Lactation Consultants in the community in partnership with Tamariki Ora Well Child providers

MEASURING SUCCESS:

1. NZBA implements a range of refinements and enhancements to BFHI - review commenced December 2016 with implementation with key stakeholders commenced by 30 November 2017
2. NZBA will have identified at least 5 current innovative initiatives and options for enhancing them to meet Baby Friendly Criteria by 30 November 2017
3. NZBA reports improvements in breastfeeding rates where changes are made and women are linked to services that better suit their needs annually ; first report by 30 2018
4. Newsletters distributed to stakeholders 3 times per year, include innovative Māori initiatives
5. An achievable pathway for Māori health workers to access Lactation Consultant training is communicated by June 2018.

7. Whakamana - Enablers:

- To update NZBA website to incorporate an 'eco-system': a combo of Social Intranet, Resource Centre & Reporting Tool which links the maternity and child health sector
- Streamline systems and processes for connecting, educating, and managing the Baby Friendly Initiatives in a cost efficient and effective for all manner for all parties

ACTIONS:

1. Improve cultural responsiveness within the NZBA team which radiates to the community they serve.
2. Develop opportunities to increase Māori health gains utilising holistic models of health
3. Ensure quality ethnicity data collection by NZBA matches the Ministry of health criteria
4. Identify key research questions to inform strategies that improve Māori breastfeeding rates and identify a pathway to achieving this work.
5. Ensure that positive Māori imagery is used in the website and ecosystem

MEASURING SUCCESS:

1. The Māori Advisor provided regular training and development at team meetings (ongoing)
2. Improved outcomes demonstrate evidence that Māori models of health are being utilised
3. BFHI Data quality is improved by June 2018
4. Relationships are built with a Māori health research unit and quantitative research is undertaken in 2018.
5. NZBA website and ecosystem imagery reflects diverse Māori realities