

BREASTFEEDING SUPPORT



OTAGO & SOUTHLAND

Welcome to the first addition of the Breastfeeding Support Otago and Southland newsletter. This newsletter has been put together by the Southern PHO to share the news and views around Breastfeeding to the Peer Counsellors.

There are many wonderful things happening out in the regions with breastfeeding support and this is a way of sharing what we are doing as well as latest research and national news relating to breastfeeding.

We hope you enjoy it!

Southern PHO Health Promotion Team

World Breastfeeding Week

The World Alliance for Breastfeeding Action (WABA) has announced the 2014 World Breastfeeding Week (WBW) Theme: 'BREASTFEEDING: A Winning Goal - for Life!'

The theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond. This focus was discussed and decided on at the WABA Extraordinary Global Breastfeeding Partners Meeting (EBPM) held in Penang.

The WBW 2014 Objectives are:

- To inform people about the MDGs and how they relate to Breastfeeding and Infant and Young Child Feeding.
- To showcase the progress made so far and the key gaps in Breastfeeding and Infant and Young Child Feeding.
- To call attention to the importance of STEPPING UP actions to protect, promote and support breastfeeding as a key intervention in the Millennium Development Goals (MDGs) countdown, and in the post 2015 era.
- To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world

Big Latch On

It has been announced that the 2014 Big Latch on will be held on Friday the 1st of August AND Saturday 2nd of August!! Hosts can choose which date will best suit them and the breastfeeding women in their communities.

lock.



New Logo

New for 2014 is the Southern Region Peer Counsellor Programme logo. This logo will be used to promote the peer counsellors within the region.

If you want to use this logo for any of your promotion please don't hesitate to contact us and we can forward you a file with the logo on it – paula.randall@southernpho.health.nz



Breastfeeding Friends - Update from around the Region

Wanaka Breastfeeding Support Group has been making a difference to local mothers' experiences of breastfeeding since it started in October 2011. When meeting with Wanaka Breastfeeding Peer Counsellor Kate Wolfe to discuss how their programme works, it is easy to see why new mothers feel at ease!

The Wanaka ladies are experienced mothers and volunteer their time to help and support mothers to breastfeed. They have a monthly meeting where mothers can drop in to feed or just have a chat. In addition to the meeting they are available for one-on-one, home visits, phone calls or text. They also make follow-up contact with any new mums that come to the monthly meeting.

They are able to promote the work they do through the Plunket Antenatal classes where they go along to introduce themselves, and make the initial contact with the mums to be. They also make use the Breastfeeding Peer Counsellor business cards which they give out there and in other places around town with their details on it.

They have been working really hard and managed to secure some funding for a resources library that is available to mums to borrow. They have an up to date library of books and DVDs for anyone to borrow.

The Wanaka Breastfeeding Support Group takes place on the first Monday of every month from 10.30am at the Plunket Rooms and mothers can just drop-in. Contact Kate on 443 2635/0276957772 if you need any support or have any questions around breastfeeding.

BreastEd Lactation Studies Program

The Southern PHO offered funding to Breastfeeding Peer Counsellor to enrol in a BreastEd course, so hopefully you will benefit from their experience and hear about what they learnt at a Peer Counsellor Meeting. We will continue to offer support around professional development to breastfeeding peer counsellors so look out for it in the future.

The BreastEd series is comprised of unique courses, each dealing with a specific area or period of relevance to the breastfeeding mother and her infant. Together these courses provide a comprehensive study program in lactation and breastfeeding. The aim of this program is to provide students with a comprehensive direction of study that will prepare them for the International Board of Lactation Consultant Examiners' (IBLCE) examination, while giving them the knowledge and confidence to become competent professionals in the field of lactation.

Courses see www.health-e-learning.com/courses/breasted for more details:

- BE01: Breastmilk: Composition and Function
- BE02: Anatomy and Physiology of the Lactating Breast
- E03: Positioning and Latch of the Baby to the Breast
- E04: Breastfeeding Initiation and the First Week
- E05: Communication and Education
- E06: Breastmilk, Breastfeeding & the Preterm Baby
- E07: Breastfeeding After the First Week
- E08: Breastmilk, Lactation and Medications
- BE09: Other Factors Affecting the Breastfeeding Dyad
- E10: Evolution of Breastfeeding as a Public Health Issue

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Long-term effects of breastfeeding – A SYSTEMATIC REVIEW

Recently the World Health Organisation published a systematic review on the long-term effects of breastfeeding. Breastfeeding has well-established short-term benefits, particularly the reduction of morbidity and mortality due to infectious diseases in childhood. Given such evidence, it has been recommended that in the first six months of life, every child should be exclusively breastfed, with partial breastfeeding continued until two years of age.

Building upon the strong evidence of the short-term effects of breastfeeding, this review addresses its long-term consequences. Current evidence, mostly from high income countries, suggests that occurrence of non-communicable diseases may be programmed by exposures occurring during gestation or in the first years of life. Early diets, including the type of milk received, is one of the key factors that may influence the development of adult diseases.

This review looked at the following long-term outcomes: blood pressure, type-2 diabetes, serum cholesterol, overweight and obesity, and intellectual performance.

Conclusions show the meta-analyses of overweight/obesity, blood pressure, diabetes and intelligence have a gradual dilution of effect with time and the benefits are larger for children and adolescents, and smallest among adults.

Taking into account a large number of variables and biases the interpretation of results are outlined below:

- **Total cholesterol.** It was concluded that breastfeeding does not seem to protect against total cholesterol levels.
- **Blood pressure.** It is concluded that the protective effect of breastfeeding, if any, is too small to be of public health significance.
- **Diabetes.** Only a few studies are available and their results were considerably varied. The conclusion is that further studies are needed on this outcome.
- **Overweight-obesity.** It was concluded that breastfeeding may provide some protection against overweight or obesity, but confounding issues like socioeconomic status cannot be ruled out.
- **Intelligence tests.** It is concluded that there is strong evidence of a causal effect of breastfeeding on IQ, although the magnitude of this effect seems to be modest.



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