

BREASTFEEDING SUPPORT



OTAGO & SOUTHLAND

Welcome to the second 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



Welcome to the new Breastfeeding Support Otago and Southland Pamphlet!

Southern Primary Health Organisation (SPHO) supports the Breastfeeding Peer Counsellor Programme across Otago and Southland through funding training, support and resources for peer counsellors.

This pamphlet was developed to promote breastfeeding peer counselling to mothers and whanau who may want breastfeeding support.

To begin with we have printed a limited number of these pamphlets but will continue to update and print on a regular basis as they are needed. This resource will be distributed across Otago and Southland, with the first run of the pamphlets being distributed to the Peer Counsellors themselves as well as a select few others. We hope that in the future it may be provided to every mother who gives birth in the region.

This project is being coordinated by Paula Randall, Southern PHO Health Promotion Coordinator. If you have any questions about the project or want to change any information, please contact Paula (paula.randall@southernpho.health.nz). We plan to do another print run in July so any updates need to be to Paula by end of June.

Budget

As part of the budget delivered recently the government is putting extra support into delivering better public services, this includes a \$500 million package to support families. This comes in the form of \$172 million to extend paid parental leave by an additional four weeks from 14 weeks to 18 weeks. Initially this will start with a two-week extension from 1 April 2015, and another two weeks from 1 April 2016. The government are also extending the eligibility of paid parental leave to caregivers other than parents (for example, "Home for Life" caregivers). There will also be extended parental leave payments to people in less-regular jobs or who recently changed jobs, including seasonal and casual workers, and workers with more than one employer.

This is great news for us that are promoting and supporting breastfeeding in our community. Although it isn't the 26 weeks that many organisations advocated for it is an improvement on the status quo. There are many reasons to support increased paid parental leave including increased breastfeeding opportunities and enhanced parent/baby bonding and attachment and reduced financial stress. It has been reported that there are considerable barriers to sustaining breastfeeding when women return to work after only three months. Many feel conflicted about continuing to breastfeed even during parental leave and begin introducing formula in preparation for their return to work.

Many mothers who return to work abandon breastfeeding partially or completely because they do not have sufficient time, or a place to breastfeed, express and store their milk. Extending the paid parental leave and extending the eligibility criteria are steps in the right direction for increasing breastfeeding rates.

Peer Counsellor Accreditation

A breastfeeding peer counsellor has the potential to increase the number of women who start breastfeeding, improve exclusivity of breastfeeding and improve duration of breastfeeding rates. Breastfeeding peer counsellors become advocates for breastfeeding in the community.

Most peer counsellors completed the Breastfeeding Peer Counsellor training programme within the last few years. An essential part of being a Peer Counsellor is to maintain and build on knowledge and skills. Therefore Southern PHO and the Peer Counsellor Administrators have produced some guidelines to accredit all Peer Counsellors on a yearly basis. As part of this accreditation process those that achieve the minimum requirements will receive a certificate of achievement which they will be able to use to assure mothers, families, health professionals, etc. of their credibility and knowledge.

To be an accredited Peer Counsellor the individual needs to display the following:

- Regular attendance and participation in Peer Counsellor meetings, a minimum of once a quarter.
- Ongoing learning and personal development, this could also include reading appropriate books, articles, research or attending appropriate presentations or workshops around breastfeeding, a minimum of one opportunity per annum.

- Show community and/or health professional engagement, including contact with the local Peer Counsellor Programme Administrator, a minimum of once per quarter.

Each year Breastfeeding Peer Counsellors will be asked to fill in an application form where they can demonstrate their achievement of the above standards. Those who achieve the standards will be presented with their certificate.

A form will be sent out to Peer Counsellors by your Breastfeeding Peer Counsellor Administrator, so look out for it in the near future.

Drop in centres for breastfeeding support

Most of our regions have a drop in breastfeeding support, with a few others being confirmed currently. These are a great place for Peer Counsellors to interact with each other and the breastfeeding public and support mothers in their breastfeeding journey.

Queenstown

Queenstown Breastfeeding Cafe - first and third Thursday of the month, 11-1pm at Queenstown Plunket Rooms. For more information contact Catkin Bartlett on 0800 56065 or zulucatkin@hotmail.com

Wanaka

First Monday of the month, 10.30am at Wanaka Plunket Rooms. For more information contact Catkin Bartlett on 0800 56065 or zulucatkin@hotmail.com

Invercargill

Fourth Friday of the month, 10.30-12.30pm at Invercargill Parents Centre. For more information contact Deli Ives on 0274622 670

Dunedin

The Breast Room - Every Tuesday and Thursday, 10-12noon at 158 Oxford St Dunedin. For more information see www.facebook.com/thebreastroom or contact Breastroom@gmail.com or 0274761339

The Breast Room Mosgiel - Every Thursday, 12.30-1.30pm at Midwives in Main Street in Mosgiel

If there are any more drop in centres that we have missed, please let us know.

New Peer Counsellors

A huge welcome to the new Peer Counsellors in Central Otago:

- Louise Adamson
- Kim Henderson
- Tamara Benjamin
- Louise Thompson
- Emma Weinert
- Vanessa Breen
- Kristy Velenski



La Leche League Conference

Theme:

Breastfeeding Support: Our Foundation, Our Future

Te Tautoko Whakangote: Tō mātou tūāpapa, haere ake nei

WHEN: Friday 3rd to Sunday 5th October 2014

WHERE: Waipuna Hotel & Conference Centre, Auckland

REGISTRATION: Closing Date for Registration is 14th September Registrations until 21st September will still be accepted if space is available, but will incur a \$50 late fee. No registrations will be accepted after this date.

All information is available at <http://www.lalecheleague.org.nz/> and <https://www.facebook.com/LLLNZConference>

NZ research gives clues for pregnancy nutrition advice

University of Auckland longitudinal study Growing Up in New Zealand recently published new research that drilled down into the detail of what pregnant women are eating across food groups. The research based on the responses of around 6,800 women highlighted that very few are eating the servings of vegetables and fruit, breads and cereals, milk or milk products, and meat and eggs recommended by the Ministry of Health. Only 3% meet the recommendations for all four food groups.

The authors pointed out that the results reflect the general population's eating habits, and showed clear differences between ethnicities in some areas. But they also suggest reasons why women aren't eating to the guidelines – saying the relatively high frequency of consumption of foods likely to be high in fats, sugars and salt is consistent with women lacking knowledge about “the specific health benefits of a more nutritious diet during pregnancy. For example, while women appear to be aware of the potential maternal complications of being overweight and obese during pregnancy, many more have limited awareness of neonatal complications.”

How does this relate to us? Providing support for those who care for mothers and families, and who can be instrumental in sharing these specific health benefits - as well as ideas for how healthy options are possible and can fit within their cultural or family situations. Supportive relationships, communities and environments are important factors, and the special trusted relationship midwives, Plunket nurses, Well Child Tamariki Ora nurses and you as peer counsellors and antenatal educators have with families at this time in their lives can make a huge difference.

Growing Up in New Zealand is the country's largest longitudinal study involving around 7,000 children and their families. As well as the research and results it publishes, researchers and public health organisations can apply for access to in-depth data sets to inform the development of their projects or policy. In 2013 the antenatal data sets were released, and a second release of data for infants up to 9 months old is planned for July/August 2014. Details on how to access the data will be published closer to the release date on the [Growing Up in New Zealand website](#).



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