



E-NEWSLETTER: 7th Edition

Kia Ora and welcome to the 7th edition of the Breastfeeding Support Otago & Southland e-newsletter. In this issue we highlight recent regional breastfeeding activities and some great resources available to help you support breastfeeding families.

We would love to hear from you about the newsletters. If you have any feedback or suggestions for what you think should be in these newsletters, please email: sophie.carty@wellsouth.org.nz



CONTENTS

- Your new website is ready!
 - Big Latch On 2015
 - World Breastfeeding Week 2015
 - A new PSPA in the Southern Region!
 - Research: Knowledge sharing practice with empowerment strategies
 - Don't forget the Dads
 - Book Review: Mother's Cry Too
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Your new website is ready!



BREASTFEEDING SUPPORT
OTAGO & SOUTHLAND
Hāpai i ō hoa, i o whānau ki te whāngai ū

Find a Peer Supporter -
Contact us/whāngai ū
About
Mā te kōwhiri
FAQ
Whāngai ū
Other Information
Kōwhiri
Contact Us
Whāngai ū
Peer Supporter Login
Whāngai ū

Welcome to Breastfeeding SOS!

If you are having a baby or are already breastfeeding a baby of any age then the Breastfeeding Peer Supporters may be able to help you! We know that mothers often have better breastfeeding experiences when they are given good support from their friends.

The Breastfeeding Peer Supporters (also called Breastfeeding Peer Counsellors) are volunteers who are trained to provide non-judgmental breastfeeding support and information on the normal course of breastfeeding, overcoming common barriers and breastfeeding challenges. They are available for one-to-one support, phone, text or email help, informal group drop-in sessions and home visits.

The Breastfeeding Peer Supporters are passionate and committed to working alongside mums, babies and whānau in a non-judgmental and supportive way.

Hāpai i ō hoa, i o whānau ki te whāngai ū
Support your partners, friends and whānau to breastfeed

Find a Breastfeeding Peer Supporter

Southland Otago

www.breastfeedingsos.co.nz

If you haven't already, check out your new Breastfeeding Support Otago & Southland website.

The website was launched during World Breastfeeding Week, during which we sent out a media release and have distributed Breastfeeding SOS bibs at Big Latch On events across the region (which have been extremely popular!). We also have new posters and flyers with the website printed on them - if you would like some new marketing material, please contact Sophie Carty (contact details below).

Families and health professionals can search for Peer Supporters according to their location and there is also a great page with helpful breastfeeding information and resources. So please promote the website in your communities.

Almost thirty Breastfeeding Peer Supporters have loaded their profiles onto the website so far. If you would like to be on the website please contact Sophie Carty:

Ph: 03 477 1163
OR email: sophie.carty@wellsouth.org.nz

Big Latch On 2015



World Breastfeeding Week was successfully promoted across the region with Big Latch On events – a global event where mothers from around the world breastfeed in public at the same time!

Events were held throughout our district with record numbers in some areas.

There was great attendance this year with 44 mothers latching on in Dunedin, 14 in Wanaka, 14 in Invercargill, 14 in Balclutha, 9 in Alexandra, and 30 in Queenstown.

There was also a record number of supporters (friends and family) who attended the events to support the mothers latching this year which was great! In Wanaka 22 people attended the event, and in Dunedin around 80 attended.

Thank you to the Peer Supporters who attended and promoted the event.

World Breastfeeding Week (1-7th August)



The theme of World Breastfeeding Week this year was: *Breastfeeding and Work: Let's make it work.*

There is a need for more support from employers to facilitate breastfeeding at the workplace, and more awareness and confidence from families to approach their employer.

While policy is important recent research has found that interpersonal communication between employees and managers is where the specifics of workplace breastfeeding policies are determined and applied. Interpersonal communication about breastfeeding can be challenging due to issues such as age, sex, and power dynamics. However, positive and open interpersonal communication can enhance workplace breastfeeding support.

Read the article here for free until 1 Sep 2015:
<http://jhl.sagepub.com/content/31/2/260.full.pdf+html>

Research from the U.S. has found that mothers planning to return to work before 12 weeks and/or full-time were less likely to plan to exclusively breastfeed. Also, women employed full-time during **pregnancy** are less likely to fulfill their intention to exclusively breastfeed, compared to women who were not employed during pregnancy.

Read the articles here for free until 1 Sep 2015:
<http://jhl.sagepub.com/content/30/3/292.full>
<http://jhl.sagepub.com/content/29/4/620.full>

What can you do as a Breastfeeding Peer Supporter?

- Make yourself known to local employers and offer your service to their employees.
- Help to make the families in your community aware of their rights when it comes to breastfeeding and working - preferably during their pregnancy.
- Encourage mothers and their partners to talk to their employer about their breastfeeding plans BEFORE they go on parental leave.
- Up-skill on parental leave criteria and encourage both mothers and fathers to take full advantage of the leave they are entitled to.

The Breastfeeding Friendly Workplaces website has useful information about human rights to breastfeed at work and advice on how to manage breastfeeding and working: <http://www.bfw.org.nz/>

A new Peer Support Administrator for Otago & Southland



A huge congratulations to Louise Thompson, our Health Promotion team member, who has recently completed her training to become a Breastfeeding Peer Support Programme Administrator.

The training was held in Auckland in August. The 40 hour course was run by La Leche League NZ facilitators and equipped participants to train breastfeeding peer supporters in their community. Breastfeeding peer support programmes such as WellSouth's Breastfeeding Support Otago and Southland (BFSOS) foster mother-to-mother support – a core component of any multi-faceted breastfeeding strategy.

The course focused on communication and facilitation skills as well as building technical knowledge about breastfeeding and common breastfeeding challenges. This course was run in South Auckland during World Breastfeeding Week – the theme for which this year was Working and Breastfeeding which was modelled perfectly by Louise by taking 4 month old baby Esme to the entire course!

Research: Knowledge sharing practice with empowerment practices

Background: Although there are many benefits to breastfeeding, its prevalence and duration in many countries is still lower than the international recommendation for 6-month exclusive breastfeeding. The objective of the present study was to investigate whether a knowledge sharing practices with empowerment strategies (KSPES) program on antenatal education and postnatal support strategies improves the rates of 6-month exclusive breastfeeding during the first six months postpartum compared with a standard knowledge of breastfeeding techniques.

Material and Method: A randomized controlled trial was conducted. Pregnant women of more than 32 weeks' gestation were randomly assigned to receive a routine standard knowledge of breastfeeding techniques alone (control group) or with KSPES on antenatal education and postnatal support strategies (study group). The primary outcome was the rate of exclusive breastfeeding at 6-month postpartum. The secondary outcomes were rates at 7 days, 14 days, 1, 2, 3, 4, and 5 months postpartum.

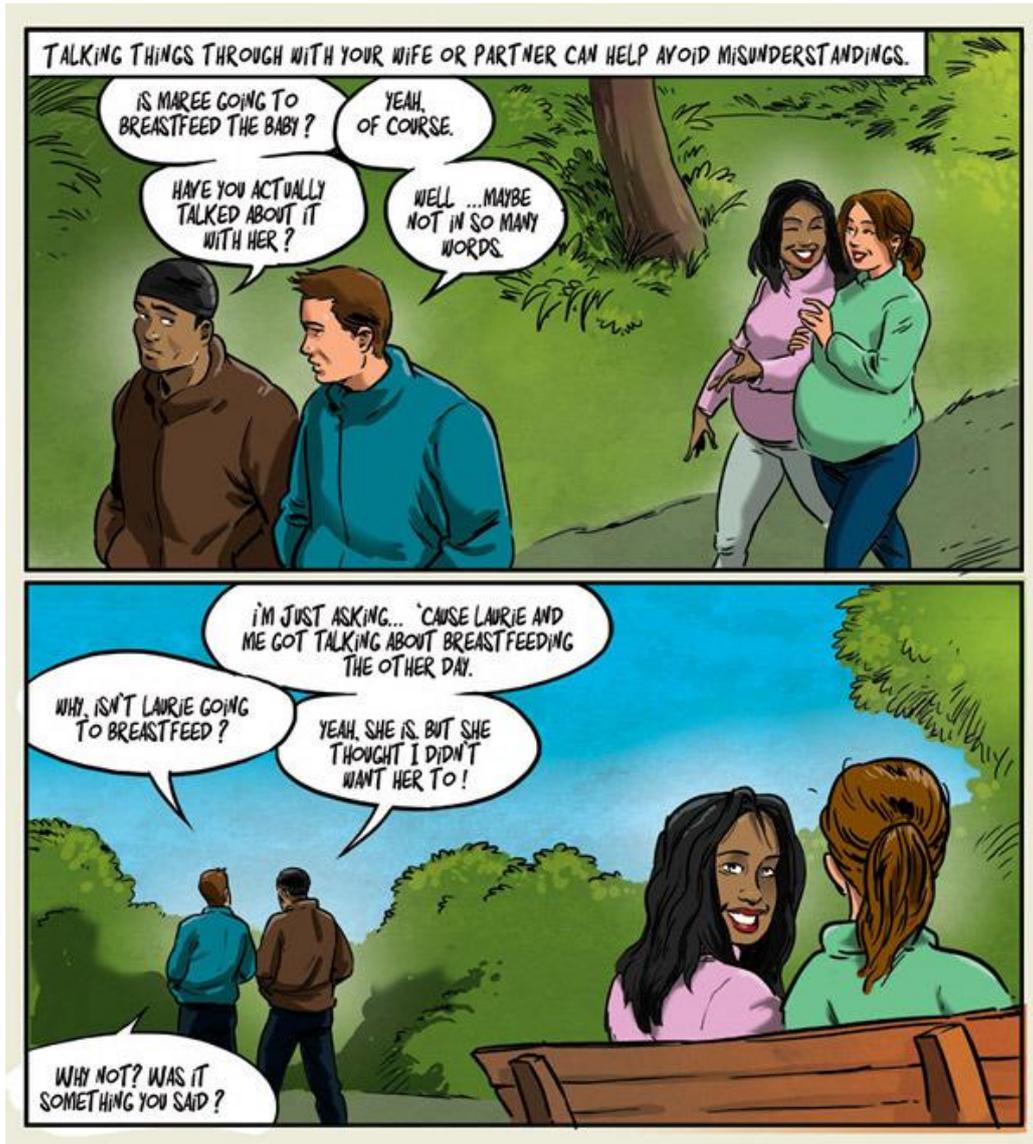
Results: Rates of exclusive breastfeeding in the study group were significantly higher when compared with those in the control group at 14 days (82.5% vs. 52.6%, $p = 0.005$), 1 month (77.5% vs. 52.6%, $p = 0.021$), 2 months (62.5% vs. 36.8%, $p = 0.023$), 4 months (35.0% vs. 7.9%, $p = 0.008$), 5 months (25.0% vs. 2.6%, $p = 0.012$), and 6 months postpartum (20.0% vs. 0%, $p = 0.005$).

Conclusion: KSPES on antenatal education and postnatal support strategies significantly improve rates of exclusive breastfeeding at 6-month postpartum. These strategies also significantly improve rates of exclusive breastfeeding at 14 days, 1, 2, 4, 5, and 6 months postpartum.

Commentary: Knowledge sharing practices are the most common type of health care given in our society. This means sharing information about facts and the how to's. This is usually done through communicating, story-telling, giving information on best practice and giving demonstrations. However, this study shows that when empowerment strategies are added to this typical knowledge sharing pathway exclusive breastfeeding duration improves.

Important empowerment strategies were allowing mothers to discover the reality of their situation and critically reflect on it themselves. Something you may like to try as a Peer Supporter. This involves allowing mothers the time and space to tell you their story and perhaps demonstrate their issues. You as a Peer Supporter would share knowledge in return (perhaps on best practice or through demonstration) without *telling them to do something*. It is important to then allow the mother to take charge of the situation and find her own solution after the knowledge sharing process has occurred.

Don't forget the Dads



Fathers/partners play an important role in children's development. Having two parents who are involved in a child's upbringing can have positive effects on a number of things, including cognitive ability, educational achievement, psychological well-being, and social behaviour.

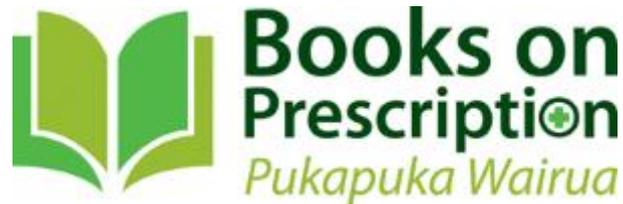
A great local resource for fathers is the Great Fathers website: www.greatfathers.co.nz

It features funny cartoons and some great information on how to help parent a new baby. They also have a great DVD that you can order for free for new dads.

Another great international website is: <http://www.fatherstobe.org/>

Involve fathers/partners by suggesting they look up these websites and encourage their involvement in the breastfeeding journey.

Book Review: Mother's Cry Too

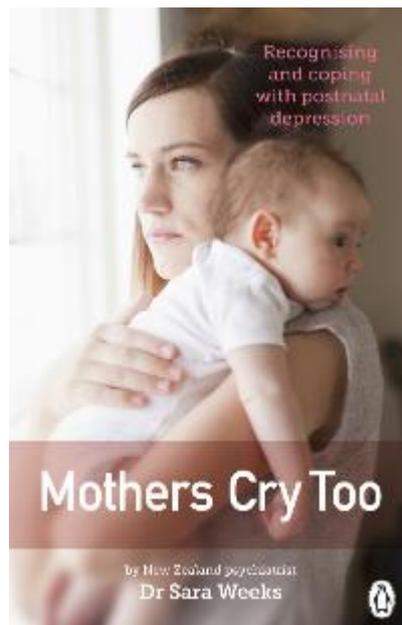


WellSouth runs a programme called Books on Prescription in conjunction with local public libraries. Every library in Otago & Southland holds a great collection of self-help books on mild-to-moderate mental health issues, including books on stress, relationships, mindfulness, depression and more.

As Peer Supporters you may encounter opportunities to promote the books and improve the well-being of families in Otago & Southland. These books are all evidence-based and have been reviewed by health professionals. Always recommend seeing a health professional as well if you are highly concerned.

For more information visit: www.booksonprescription.co.nz

Here is a review of **Mother's Cry Too** by Dr Sara Weeks:



Reviewer: Velda Raybone-Jones, Clinical Team Leader, Wakatipu Community Mental Health Team.

Summary: 328 pages long. This paperback book explores many aspects of post-natal depression, pregnancy anxiety and related disorders. It also has information for fathers who may be experiencing some stress also. It is set out in manageable chapters with general points at the end of each chapter identifying ways to recover and when to seek assistance. It has a comprehensive glossary and index, details about emotions, medications and other therapies/intervention that may be helpful.

Strengths & Weaknesses of the Book:

- Evidence-based
- Easy to read
- Well presented that the reader can dip in and out of chapters easily
- Practical and supportive
- Includes fathers emotions
- Demystifies PND and shares case studies based on real stories
- Helpful hints at the end of each chapter
- Includes information on cultural differences

I couldn't identify any weaknesses and therefore see it as having a therapeutic value to woman and whanau who experience mood or anxiety issues in pregnancy or post-nataly.

For more information about Books on Prescription visit: www.booksonprescription.co.nz

