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Tēnā koutou.

Welcome to the 13th edition of the Breastfeeding Support Otago & Southland E-Newsletter.

To sign up for these newsletters please email:  
[health.promotion@wellsouth.org.nz](mailto:health.promotion@wellsouth.org.nz)



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#### Upcoming Training



There are some more Breastfeeding Peer Support training courses happening around the region soon. It would be great if you could promote the courses among your friends, colleagues and whānau.

**Te Anau**

Dates: 3-4th, 10-11th, 17-18th May 2017

Times: 10am-2:30pm

Location: Te Anau Plunket Rooms, 2 Luxmore Drive, Te Anau

Contact Lisa Dewhurst on 027 322 0869

**Balclutha (A revised 18hr course over 3 Saturdays):**

Dates: Saturday 6, 13, 27 May 2017

Times: 9am - 3pm

Location: Balclutha Parents Centre, 6 John Street, Balclutha

Contact Louise Thompson on 027 520 00063 or louisejt001@gmail.com

**Dunedin:**

Dates: Monday 8,15, 22, 29 May and 12,19 June

Times: 9:30am - 2:30pm

Location: The Breast Room, in The Hub, 158 Oxford St, South Dunedin

Contact Bushie Calvert on 021 260 4678 or bushiepcpa@gmail.com

**Queenstown:**

Dates: Friday 26 May, and 2, 9, 16, 23, 30 June

Times: 9:30am - 2:30pm

Location: Salvation Army, 29 Camp St Queenstown

Contact: Catkin Bartlett on 0800 560 650 or 021 451 2230 or zuluatkin@hotmail.com

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### Newly Graduated Peer Supporters

During April and May Bushie Calvert (a Breastfeeding Peer Support Administrator) was busy training some new Peer Supporters in Oamaru. A massive congratulations to those who completed the course. Check them out on Facebook at "[The Milk Room - North Otago.](#)"

Welcome to Breastfeeding Peer Support Otago and Southland!

Also, a big thanks to all the existing Peer Supporters for the wonderful work you do to support, protect and promote breastfeeding in our region.



Back: Jude Heselwood, Anastasia Smith, Megan Phillips, Lydia Quested and Violet  
Front: Emma Allison-Brewster, Alana and Melissa

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## Breastfeeding Friendly Pharmacies

Pharmacists are often the most accessible medication expert for families, and they are in the prime position to help women to continue to breastfeed even if they need to take medications.

The WellSouth health promotion team has been working on the *Breastfeeding Friendly Pharmacy* project to help mothers and whānau identify pharmacies who:

- Have staff who complete breastfeeding professional development.
- Promote community breastfeeding services.
- Display signage encouraging women to tell pharmacy staff they are pregnant or breastfeeding.
- Adopt and implement policies to ensure staff protect, promote and support breastfeeding.

There are 45 pharmacies signed up to the programme in the Otago/Southland region and 13 are now accredited

### Dunedin

- Anderson's Exchange Pharmacy
- Green Island Boutique Pharmacy
- Larson's Pharmacy
- Antidote Pharmacies (check out their 7 locations [here](#))

### Oamaru

- Northend Pharmacy

### Southland

- Unichem Mills Pharmacy
- Baillie and Lewis Pharmacy
- Quins Unichem Gore Pharmacy
- Sylvan Bank Pharmacy

### Central Otago

- Queenstown Pharmacy
- Cromwell Pharmacy
- Maniototo Pharmacy
- Unichem Alexandra Pharmacy and Bookshop

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## Smoking and Breastfeeding



May is World Smokefree month, with international Smokefree Day celebrated 31st May. Cigarette smoke is harmful for babies, both during pregnancy and after birth. Second-hand smoke has over 200 poisons, with some causing cancer. Because children have little lungs the poisons are more harmful to them.

The Ministry of Health strongly recommends having a Smokefree car and home. However, breastfed babies may be able to fight illnesses, such as respiratory infections, better than a formula fed baby, if the mothers continue to smoke.

Interesting facts:

1. Breastfed babies of mothers who smoke cigarettes have fewer respiratory infections than formula-fed babies of mothers who smoke.
2. Breastfeeding mothers who smoke should smoke as few cigarettes as possible each day.
3. Smoking away from the baby, outdoors, to reduce amount of second-hand smoke the baby is exposed to.
4. Allow time after smoking for the level of nicotine in the milk to decrease before the next feeding.
5. Smoking may reduce the protection against SIDS that breastfeeding offers.
6. If a mother who is breastfeeding uses nicotine replacement products, she should not smoke any cigarettes while using the products.
7. Mothers who want to quit smoking should seek support to do so.
8. Smoking is often an anxiety-related activity. Encourage the mother to find other ways to reduce stress

(adapted from La Leche League)

If a mother wants to quit smoking she can:

- Call Quitline: 0800 778 778
- Call Southern Stop Smoking Service (Otago/Southland): 0800 925 242
- Visit Smokefree South's Facebook page (click the banner above)

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### **Maternal Mental Health**

*"Breastfeeding can make the world a happier and healthier place. Let us build a warm chain of support for every mother and her baby to promote mental health and help ensure a rewarding breastfeeding experience."*

**Did you know?**

Anyone can suffer from depression, including mothers. Motherhood can be exhausting, and this adds to the effect of postpartum depression. However, breastfeeding may help protect mothers, through the release of oxytocin and prolactin.

Approximately 40–80% of new mothers experience mild mood disturbances, 3–19% of mothers develop postpartum depression.

Major symptoms of postpartum depression include anxiety, guilt, hopelessness, irritability, low energy, and loss of concentration.

## Breastfeeding in the News: The Warehouse Supports Breastfeeding

In a recent Newshub article (15/3/2017) The Warehouse was congratulated for taking a "significant step" to become breastfeeding friendly. Women are encouraged to breastfeed anywhere in the store, However, if mothers would like somewhere more private The Warehouse encourages them to use the large comfy couches in the womens fitting rooms.

All women in New Zealand have the right to breastfeed in public under the Human Rights Act, however as stated by Ms Fenton (New Zealand Breastfeeding Alliance chair), many women are ashamed and embarrassed for fear of public scrutiny. It is great to see such a large company taking the initiative to help normalise breastfeeding and make mothers feel comfortable with doing so.

There are 91 Warehouse stores in New Zealand, with 9 located in the Southern Region. WellSouth is working with the managers of these stores to promote them on our BURP app.

See the original article here (2 minutes reading time): <http://www.newshub.co.nz/home/health/2017/03/the-warehouse-invites-women-to-breastfeed-anywhere.html>



## Round the regions

### Mums 4 Mums Central Otago

Three months in and Mums 4 Mums is attracting lots of interest via Facebook, and at the drop in meeting on the first and third Tuesday of each month.

Fourteen adults came and went during the first meeting in April. A survey tell us people want more of the same. They are enjoying the casual relaxed atmosphere where they are greeted with a cuppa.



### **Remarkable Mums Groups**

The Remarkable Peer Supporters are doing some innovative work to engage with mothers who are not breastfeeding. They are hosting two support groups which are focused on maternal well-being and parenthood in general.

There are two groups, one in Arrowtown and one in Cromwell:

#### **Cromwell:**

Formula feeding is highly normalised in Cromwell. To get some engagement with these families Breastfeeding Peer Supporters are hosting a generic parenthood support group, and often arrange for educational guest speakers. These mothers receive unconditional positive regard despite their feeding choice and all can benefit from the meetings.

#### **Arrowtown:**

This group is a smaller, more intimate discussion group which focuses on the emotional wellbeing of mothers.

Hosting support groups for all mothers has enabled peer supporters to engage and build positive relationships with non-breastfeeding mothers, enhanced their understanding behind different feeding choices, and facilitated information sharing.

Please contact Catkin Barlett for more information: on 0800 560 650 or 021 451 2230 or [zulucatkin@hotmail.com](mailto:zulucatkin@hotmail.com).

### **The Breast Room**

The Breast Room is one of the four groups being supported through Good in the Hood at Z South Dunedin. That means we'll get a share of \$4000, but how much depends on how many votes we get.

To vote for us, all people need to do is buy anything from Z South Dunedin during May and they'll be given an orange token to put in the voting box - if they are a Z card holder, they'll get 2 votes!

So everyone, please head down to Z South Dunedin during May and vote for The Breast Room! You can also support us by encouraging people you know to vote too by posting on Facebook or Twitter.

### **Breastfeeding Support South Otago**

Our Clutha based Breastfeeding Peer Support group has a brand new hospital grade Unimom Forte breastpump available for mums in the community to use.

Cool features about this pump is that it's a closed pump system, meaning your milk only touches your own breastshield kit - ensuring the pump and its parts are safe and sterile for each user. It has adjustable suction, can be used as a dual or single pump and is relatively compact compared to other hospital grade pumps.

Each user will need to purchase their own breastshield kit (includes flange, pipes, valves, seals and bottle) from us for \$25 (normal retail is \$27), and there is also a \$25 returnable bond.

To hire call, text or message Louise 027 520 0063 or 03 4128712

### **Breastfeeding SOS Invercargill**

The Breastfeeding SOS drop in centre is now up and running in Invercargill.

This service provides free one-to-one breastfeeding help and information with no appointment necessary. Breastfeeding SOS is located at the Plunket Rooms, 132 Kelvin Street and operating every first and third Wednesday of the month from 10.00am – 12 noon.







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