

BREASTFEEDING SUPPORT

4th August 2014
3rd Edition



OTAGO & SOUTHLAND

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

Kia ora and welcome to the third edition of the Breastfeeding Support Otago and Southland e-Newsletter!

*Lots of great things have been happening in the regions and we have included some new research articles for your interest as well.
Enjoy!*

Firstly, a big congratulations!



Office of Hon Tony Ryall

Minister of Health
Minister for State Owned Enterprises

16 JUN 2014

Breastfeeding Support Otago & Southland
90b Centennial Avenue
Alexandra 9340

Dear Breastfeeding Support Otago & Southland

I am writing to congratulate you on your nomination for the 2014 Minister of Health Volunteer Awards.

Your hard work, ensuring people have a positive experience of health services, is highly valued and appreciated. The skills and enthusiasm you bring to your volunteering role, and your care and dedication as a volunteer is inspiring to us all.

The judging panel wanted me to pass on that they thoroughly enjoyed reading all of the stories submitted as nominations.

I encourage you to continue your good work. Thank you very much for the contribution you are making to the lives of others.

Yours sincerely

Hon Tony Ryall
Minister of Health

The Big Latch On



who helped to set up and coordinate the events!!!

New Peer Counsellor Resources

Southern PHO has produced some new resources that are available for all peer counsellors to use to promote your services.

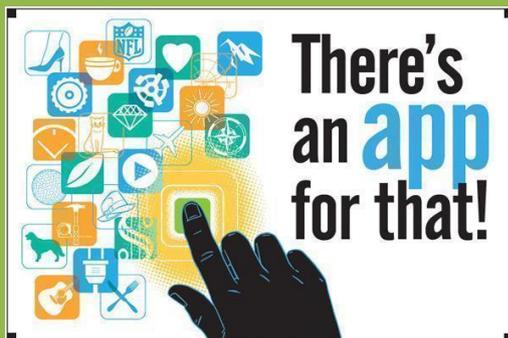
- New posters available with a space for you to write your support group, webpage or phone numbers in.
- New business cards for Peer Counsellors to give out to clients, this has space for your name and contact details.
- Breastfeeding Support Otago and Southland t-shirts for all Peer Counsellors.

If you are wanting any of these resources please ask your local Peer Counsellor Administrator.



Wanaka Library Resources

Wanaka Peer Counsellor Kate Wolfe with mum Nikki and baby Zara (10 weeks) with books, information sheets and DVDs that are available in the Wanaka resource library. They received support from COGS funding, Armstrong trust and Olive West Trust to purchase the most up to date breastfeeding books and information. To access these resources phone Kate on 0276957772 or pop along to their support group on the 1st Monday of every month, between 10.30am – 12pm.



Where can I breastfeed?

Public Health South and Southern PHO are working together to produce a smartphone app for 'Breastfeeding Friendly Facility'. This App will contain facilities throughout Otago and Southland that are breastfeeding friendly in addition to other information venues may provide for children e.g. play areas, highchairs, change tables, feeding facilities etc. This will be available for free download! It will be handy when you are out and about and need to feed or change your baby as soon as possible. You will be able to look at facilities in your area to see what they have and what is the closest venue to you, it will also have the ability to be interactive with users to provide feedback on the facilities and alerting us of good and poor experiences. Currently this information is available in the baby and breastfeeding friendly facilities brochures throughout the region, but the use of an App makes this information portable and current. Watch this space, we will keep you updated with progress!



Teacher Profile: Tess Trotter

We are pleased to introduce the new Facilitator of the Dunedin Antenatal Breastfeeding Classes, Tess Trotter (pictured above with her 2-year-old daughter Marion). Upon meeting Tess I immediately felt at ease and was confident to chat away unabashed with her. She will no doubt be an invaluable asset to the Dunedin-based antenatal classes.

Tess's professional background is in project management and communications and she currently works for Home Birth Aotearoa. Tess' interest in breastfeeding support came about due to her own difficulties establishing breastfeeding. After 4 months of perseverance and support, she was able to reach her goal and exclusively breastfeed. Tess felt that the experience made her "feel empowered and so when the opportunity came for me to train as a breastfeeding peer support counsellor, I jumped at it". Since then she has been volunteering at the Dunedin breast room and helping mothers in the community. She is passionate about supporting freedom of choice for mothers and their whanau, by providing good quality and reliable information. She is excited about the new challenges the antenatal class will bring and her enthusiasm is infectious!

There is one class each month, for up to 10 pregnant women and their support person(s). A range of topics are covered and Tess's aim for each class "is for parents to realise they already have lots of knowledge and good intuition on breastfeeding and parenting". She states that her role is simply to facilitate this realisation and provide good information in a range of ways to help build upon this knowledge and confidence. At the end of each session information sheets and pamphlets are provided and furthermore each whanau will be connected with a community peer support counsellor to contact if they need extra support.

For more information please contact Tess on 021 027 88583 or otagobreastfeeding@gmail.com.



Research article: "Why are breastfed babies so smart?"

A new study has found that it is actually parenting skills making the difference to breastfed babies brain power. Breastfeeding mothers tend to respond better to emotional cues, and read to children from 9 months of age. These 2 parenting skills can improve brain development by 2-3 months! One of the study's authors called good parenting skills a "luxury of the advantaged". How can we help those children whose parents have limited ability to spend quality time with their children? As the authors point out reading and responding to emotional cues does not just have to be done by just the mother!

[READ MORE](#)



Research article: "ALL women should be offered support!"

A recent review of randomised controlled trials has found that mothers who have extra support with breastfeeding (beyond the usual maternity care) are much more likely to breastfeed for longer (both partially and fully). The authors concluded that ALL women should be offered extra support with breastfeeding.

The service you are all providing is invaluable and backed by solid evidence. Please keep up the good work!



We need your submissions!

Public submissions have opened for the Government's plans to change paid parental leave. The Government announced its intention to alter the scheme in this year's Budget, planning to make it available to more people for longer and with more flexibility.

Key proposals in the discussion document include:

- extending eligibility to include primary carers aside from parents,
- extending payments to people in less-regular work or who have recently changed jobs
- and allowing people to take unpaid parental leave part-time and on a flexible basis.

Labour Minister Simon Bridges says increased flexibility will benefit primary carers who want to stay in the workforce without losing entitlements. These changes could make it much easier for mother's to continue breastfeeding without compromising their career! The Government is consulting with employers, employees and other stakeholders. Submissions close on August 25.

Visit the Southern PHO's Website:

<http://www.southernpho.health.nz/>