

**BREASTFEEDING
SUPPORT**



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 4th edition of the Breastfeeding Support Otago & Southland e-newsletter.

In this issue: Information on the development of an exciting new smart phone application in the Southern Region, training opportunities, re-branding of Southern PHO and more!

Volunteers Required!



Together with the Southern District Health Board, WellSouth Primary Health Network has been working to produce a 'Breastfeeding Friendly Facility' smartphone application for androids and a responsive website for iPhones.

The BURP (Breastfeeding's Ultimate Refuel Place) app helps to direct mothers to the closest breastfeeding friendly venue when out and about in Southland and Otago.

Mothers will be directed to the nearest breastfeeding friendly cafe, restaurant, museum or library or other public facility, via a pinpoint on a map viewed on their smartphone. Photos of the premise, opportunity for feedback on their experience and additional information such as whether the premise has a change table, comfortable seating, high chair, play area, pram friendly etc. will also be included.

The app will be free to download from the Google Play store, it is easy to use (even with one hand while juggling baby and bags!) and will be particularly useful when in an unfamiliar town.

The BURP app development is now at the stage where we are collecting information from public facilities and businesses, and we need your help!

We would like to enlist the help of our amazing peer supporters to assist in the next step in the app's development which is talking with specific facilities about being breastfeeding friendly. Facilities that are on the existing breastfeeding friendly pamphlets will be targeted first. Peer supporters that would like to help with this process would be greatly appreciated! Please contact us to find out more information:

Dunedin/Waitaki/Clutha:

Sophie Carty
03 477 1163
sophie.carty@wellsouth.org.nz

Central Otago/Wakatipu:

Sarah Berger
027 210 4716
sarah.berger@wellsouth.org.nz

Invercargill/Gore/Southland:

Paula Randall
03 214 6436
paula.randall@wellsouth.org.nz

Visit: <http://www.burpapp.co.nz/> for more information.

New Training Opportunities Available

In the Southern Region (and NZ in general), young mothers, Māori and Pacific mothers, and mothers who live in areas of high deprivation are all less likely to breastfeed. For those interested in improving their cultural competency and improving the rates of breastfeeding in the Māori community there are some free online training opportunities available. If the training is completed it will be counted towards your annual Breastfeeding Peer Supporter accreditation.

Firstly there is an accessible and interesting training module called The Foundation Course in Cultural Competency available at www.mauriora.co.nz. This is free online training funded by the Ministry of Health and developed specifically for the New Zealand health workforce. It provides a basic understanding of cultural competency and health literacy in the New Zealand Health context. Māori health is highlighted throughout the course due to the significant health disparities that exist in Māori communities. It takes about an hour to complete and prints you a certificate at the end.

Secondly, for those wanting further development there are longer courses by Te Wananga O Aotearoa available, varying from 18-52 weeks with the opportunity for formal qualifications. They are also free, can be done from home, and you get awesome resources and great support from Te Wananga. For more information visit: www.twoa.ac.nz.

Another opportunity to improve the health of children



Seven Breastfeeding Peer Supporters in the Dunedin area completed Quitcard Training run by Debby Newton from the Southern DHB in October.

It is extremely valuable training and gives Breastfeeding Peer Supporters another opportunity to help improve the health of children, their mothers and whānau.

When mothers are pregnant or breastfeeding, they are likely to be more motivated to stop smoking. The Quitcard training enables Breastfeeding Peer Supporters to help motivate people to make a stop smoking attempt, help them access stop smoking support, and assist them through their stop smoking journey.

The course gives you advice on how to approach the smokefree topic, goes through brief advice messages and lets you know which services are available. It teaches you how to complete Quitcards which are exchange vouchers that enable people to access Nicotine Replacement Therapy (gum, patches etc.) at a subsidised rate from a community pharmacy.

If you are interested in doing this training please contact your local WellSouth Health Promotion Coordinator or;

Debby Newton
Smokefree Coordinator
Southern District Health Board
Ph: (03) 477 1163
debby.newton@southerndhb.govt.nz

La Leche League Conference 2014



Andrina Palmer, a Breastfeeding Peer Supporter in the Dunedin area recently attended the La Leche League Conference in Auckland, and would like to share some learnings:

Increasing milk supply:

Diana West gave a talk on how breast milk supply can be established and increased. Oxytocin and Prolactin are the two hormones that need to increase for a good milk supply. A few suggestions were given on how to help this process:

- Express colostrum before labour (this must be done after 34 weeks of pregnancy, and only in low risk pregnancies).
- Skin-to-skin contact between mother and baby directly after birth.

- Increase feeds at the breast.
- Have short periods (a few days) of maximising skin-to-skin contact between mother and baby.
- Try breast compressions.

Tongue Tie & Breastfeeding:

Early recognition and diagnosis of tongue tie could help to improve the low rates of exclusive breastfeeding up to 6 months. Currently the exclusive breastfeeding rate at 6 months in NZ is only 16%. Symptoms of a tongue tie include:

- Poor latch.
- Lack of suction.
- Chomping at the nipple.
- Frequent feeds yet poor weight gain.
- Nipple pain and damage.
- Inadequate milk supply.

Method-of-delivery:

Dr Alison Barrett (OBGYN at Waikato Hospital) gave a talk on the impact of common delivery methods in the developed world. Rates of birth via caesarean section are increasing due to a number of factors, such as:

- Increasing maternal age.
- Obesity.
- IVF.
- Prenatal testing and diagnosis.
- Immediate safety concerns.
- Type of anaesthetic used during delivery.

Caesarean sections can affect the microbiome of bacteria present on the baby. In a vaginal birth, the baby is exposed to bacteria in the vaginal canal that the mother's body and immune system has already "pre-checked" (checked as being suitable for the body and safe to enter the body). Whereas, if a baby is born via caesarean the baby is exposed to bacteria in the external environment (in the hospital area, on the mother's skin etc.) that has not been pre-screened for safety and suitability by the mother's body/immune system.

The type of bacteria the baby is initially exposed to can have long term effects on the baby's gut and body health, this can also be passed on to future generations.

Nipple knowledge:

It is important to be aware of the full variety of normal nipples, as mistakes and assumptions can be made about a woman's ability to breastfeed.

The talk focused on inverted nipples, stating that a nipple is only inverted if the baby cannot pull the nipple out by itself.

Laid-back breastfeeding may help to evert a seemingly inverted nipple and nipple shields can help the baby pull an inverted nipple out. However, this would not solve the problem if a nipple was truly inverted. It is important to be able to recognise 'normal', and all its variations, which will allow you to see if something is 'abnormal', and needs further attention.



Why is Southern Primary Health Organisation (PHO) now called WellSouth Primary Health Network?

We have renamed as WellSouth to bring attention to the importance of wellness and healthy lifestyle in the role of a primary health organisation. It aligns with our organisation's aim of enabling people to maintain and/or improve their health and wellbeing.

We are now a 'Primary Health Network' to better reflect the many connections we have with practice providers, accredited providers, pharmacists, community health groups, voluntary groups and the general population of Otago and Southland.

Our new positive WellSouth logo incorporates the cross; a well-recognised sign representing health.



Sugar Sweetened Drinks & Breastfeeding in the Early Years of Life

A study conducted in 2012 on Hispanic toddlers investigated the effects of breastfeeding and intake of sugar-sweetened beverages on obesity. They looked at the effects both separately and the combined effects.

The results found that breastfeeding for longer than one year, AND having a low intake of sugar-sweetened beverages (juice, flavoured milks, soft drinks, sports drinks etc.) during the toddler years can have very very big impact on reducing the prevalence of obesity. Fruit juice and smoothies should be occasional foods!

Visit WellSouth's New Website: wellsouth.org.nz



Breastfeeding Peer Supporter Training in Central Otago

Breastfeeding Peer Supporter Training started in Queenstown on Tuesday the 4th of November.

We are working toward delivering more training in Dunedin and Invercargill soon so stay tuned!

Please get in contact with your local Peer Counsellor Programme Administrator, (Deli, Denise or Catkin) if you would like to recommend someone for the training.



New Breastfeeding Support Otago & Southland pamphlet Available

The new and up-dated version of the Breastfeeding Support Otago & Southland pamphlet is now available. The pamphlet features profiles of Breastfeeding Peer Supporters in the Southern Region.

Pamphlets have been distributed to Maternity Hospitals and Midwives.

Please contact your local Peer Counsellor Programme Administrator (Deli, Denise, or Catkin) for copies to distribute around your local community.