



Terms of Reference
Healthy Eating-Healthy Action: Oranga Kai-Oranga Pumau
Waikato Breastfeeding Action Group
March 2008

Background:

The Government's Healthy Eating-Healthy Action: Oranga Kai-Oranga Pumau (HEHA) Strategy led by the Ministry of Health aims to improve nutrition, increase physical activity and achieve healthy weight for all New Zealanders.

The Strategy has been developed to address the increasing burden of diseases resulting from obesity, poor nutrition and physical inactivity. Breastfeeding is a key population health message underpinning the HEHA implementation plan.

Exclusive breastfeeding meets a term infant's nutritional needs for the first 6 months of life and up to two years of age and beyond, when combined with appropriate complementary foods, and contributes significantly to infant, maternal and whanau/family health in both the short and long term. In the short term it reduces the risk of infectious diseases such as gastroenteritis and respiratory infections, while the long-term benefits include a reduction in the risk of chronic diseases such as obesity, type 1 and 2 diabetes and cardiovascular disease. Breastfeeding benefits for the mother include a reduction in the risk of post-partum haemorrhage, and of breast and ovarian cancers.

The success of the HEHA Strategy requires strong links and sound working relationships within and between sector groups.

Purpose:

To work collaboratively as a team to promote breastfeeding as a norm through the development and implementation of strategies which support the National Breastfeeding Promotion Campaign and meet the HEHA Outcomes.

Overall Objectives:

The Waikato Breastfeeding Action Group will:

- Develop the Waikato Breastfeeding Action Plan (Action Plan) to be incorporated in to the Waikato District HEHA Plan due 30 June 2008, and any ongoing iteration.
- Oversee the implementation of the Action Plan and ensure all objectives are met.
- Support the implementation of the Action Plan via its member organisations.
- Engage with stakeholder agencies to support the development and implementation of the Action Plan.
- Advise on the effective use of funding targeting breastfeeding promotion to meet the objectives of the HEHA Strategy.

- Ensure the Action Plan incorporates breastfeeding activities that increase responsiveness to Maori, Pacific Peoples and Refugee and New Migrants and delivers services in a way that is effective for these communities.
- Focus on improving health outcomes in priority groups and reducing inequalities.
- Ensure the Action Plan supports the Baby Friendly Hospitals Initiative (BFHI) and the Baby Friendly Community Initiative (BFCl).
- Support the facilitation and co-ordination of an infant feeding health promotion strategy within the Waikato District.
- Facilitate and co-ordinate initiatives and activities that promote and enable breastfeeding
- Oversee the development of a breastfeeding database to enable monitoring and effectiveness of the work to protect, promote and support breastfeeding. This will include collection of data from all Well Child providers in the Waikato District and the development of KPI's.
- Support community actions and community development initiatives that promote breastfeeding
- Promote environments that support breastfeeding, including workplaces and public places.
- Strive to implement and monitor the International Code of Marketing Breast milk Substitutes

Accountability:

The Waikato Breastfeeding Action Group (the Group) reports to the Waikato District HEHA Steering Group through the Waikato HEHA Project Manager. (Refer Appendix One: Project Structure)

Chair

The HEHA Project Manager will be the Chair, or in his/her absence the Deputy Chair will be *(to be appointed)*

Secretariat Support:

The HEHA Project Manager will ensure secretariat support is available for the Group and that records of meeting are kept.

Membership:

The members of the Waikato Breastfeeding Action Group will be appointed as representatives of key stakeholder groups. Members may nominate to the Chair a deputy to attend in their absence. The members are:

Name	Org /Sector Representative
Janet Hanvey	HEHA Project Manager, Waikato DHB
Adrienne Kinsey	Waikato Plunket
Simone Di Giorgio	Childbirth Facilitator
Shirley Hopping	College of Midwives
Maureen Speedy	Waikato Family Centre
Denise Turvey	College of Practice Nurses
Kararaina Brown	Raukura Hauora
Peta Karalus	K'aute Pasifika Services
Karen Palmer	Lactation Consultant, Waikato DHB
Jade Chase	Waikato Primary Health
Donna Booth	La Leche League

Term, Appointment and Resignation

Members will serve a term that will be for the duration of the project term (expected to be until 30 June 2010.)

If members of the Group must resign before the end of the project term, they will notify the Chair at least one month in advance in writing.

The Chair will use discretion either to:

- a) appoint members or
- b) formally solicit nominations to replace resigned members

A minimum of five members, including the Chair or Deputy Chair and four other members, must be present to establish a quorum for group meetings and activities.

When a member is absent for more than two consecutive group meetings, without prior apology, or if the member is not able to contribute to the good of the group, then the Chair will consider their membership status for revocation, following discussion with the member or reasonable attempts to contact the member.

Membership will be reviewed annually.

Meeting Frequency:

The Breastfeeding Group will meet monthly 3-5PM on the second Thursday of the month.

Procedure of the Meetings:

Minutes and Agenda

- Minutes are circulated to members within seven days after the meeting via email.
- Agenda items are sought ten days preceding each meeting.
- The agenda is circulated one week prior the scheduled meeting including all papers.
- Briefing/background papers will be prepared and circulated prior to the meeting. If a decision is required, a recommendation will be clearly stated at the end of the paper.
- The HEHA Project Manager will arrange the distribution of the agenda and associated papers, and minutes to the members.

Reporting and Communication

- The Waikato Breastfeeding Action Group Chair reports to the Waikato HEHA Steering Group Chair.
- The HEHA Project Manager reports to the Waikato DHB CEO via the Development and Support Unit Senior Project Manager.
- The HEHA Project Manager provides monthly progress reports to the CEO that is reported to the Waikato DHB Board.
- The HEHA Project Manager will be responsible for reporting requirements to the MoH as per the service specifications.
- The HEHA Project Manager will provide an annual progress report to the Sponsor.
- Minutes will be made available to the HEHA Steering Group and other stakeholders as requested.
- The process for managing any correspondence from the Group will be directed by the Chair.

Changes to these Terms of Reference

Revisions to these Terms of Reference require agreement and acceptance by the Waikato Breastfeeding Group. Any changes should be made through a formal change control and will require the approval of the Waikato District HEHA Steering Group.

Signed: Waikato Breastfeeding Action Group Chair

Date:

Signed: Waikato District HEHA Steering Group Chair

Date: