



Waikato District Healthy Eating-Healthy Action Project

Waikato District Breastfeeding Promotion Plan

2008/10

Draft Waikato District Breastfeeding Promotion Plan

Executive Summary

Waikato DHB strongly supports breastfeeding because of the health benefits to the infant, the mother, and the whanau/family in the short and long term. This plan outlines strategies to promote breastfeeding, which meet the needs of the Waikato populations and support the national breastfeeding campaign to be implemented in 2008. Māori and Pacific peoples have lower rates of breastfeeding than non-Maori and non-Pacific populations and will be prioritised within the national campaign and within this plan. In addition, the Waikato Breastfeeding Action Plan has identifies the refugee and new migrant communities as a priority group.

A key focus of the Waikato Breastfeeding Action Plan is on increasing the health work force and community consumer-based groups and providers' capacity to provide support to women and their families around breastfeeding. Other key areas of activity for the year are the support of the national breastfeeding campaign, supporting providers around the Baby Friendly Hospital and Baby Friendly Community Initiatives and, the development of monitoring and reporting systems to monitor progress towards achieving the national breastfeeding targets within the Waikato District.

The overall goal of the national campaign is to contribute to an increase in the proportion of infants being exclusively breastfed to six months and the proportion of infants partially breastfed beyond six months. This is consistent with World Health Organisation breastfeeding recommendations and aligns with health target eight of the ten health targets set by the Ministry of Health; improve nutrition, increase physical activity and reduce obesity. One of the two indicators for this target is increasing the proportion of infants who are exclusively and fully breastfed at:

- six weeks to 74 per cent or greater
- three months to 57 per cent or greater
- six months to 27 per cent or greater.

Waikato DHB has established a Breastfeeding Action Group representing a number of stakeholders with an interest in breastfeeding support and promotion. This team is led by the HEHA project director and will be responsible for the implementation of this plan.



Introduction and Context

The success of the HEHA strategy requires strong links and sound working relationships within and between sector groups. During 2007/08 the Breastfeeding Action Group was established with representatives from key stakeholder groups who provide services that promote and support mothers to breastfeed. (Refer Section 2.1)

The action group will work collaboratively to promote breastfeeding as a norm through the development and implementation of strategies which support the national breastfeeding promotion campaign, the implementation of the new workplace legislation supporting working women to breastfeed and meet the HEHA outcomes. It will also, as part of its role, review existing data and build on current strategies as part of the development of a robust plan to achieve the breastfeeding targets for the Waikato District.

Reducing inequalities in health is a key priority for the Waikato District Health Board and for this plan.. Some effective approaches to reduce inequalities include:

- building on existing initiatives
- use of prevention strategies with a population health focus
- working alongside other sectors
- strengthening community involvement
- Adopting an holistic frame for health & wellbeing.
- Targeting to high need population groups

and will be considered in the implementation of the actions within this plan.

Approximately two thirds of the Waikato DHB population resides in a mix of small to medium sized rural and semi rural communities. There are a number of issues impacting on these populations including access to services, poor transport systems and the recruitment and retention of rural health workforce. This plan will ensure the development of strategies which address the needs of women within these communities who are wanting to breastfeed.

The Breastfeeding Action Group will work with a number of agencies, including those represented on the group, to support the implementation of this plan. This includes La Leche League, Women's Health Action, Family Start and a range of other community based organisations.

La Leche League will play an important role in supporting the development and implementation of many actions within this plan. Its mission is to help mothers to breastfeed through mother-to-mother support, encouragement, information, and education; and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.



La Leche League provides a range of services to support mothers, community groups and health professionals. These services include the Peer Counselling Service, running workshops and conferences, access by breastfeeding mothers to advice via pager, phone or text and phone and text services, provision of information and support via meetings, written, audio and video resources and via their national and international websites

The Ministry of Health is working with La Leche League at a national level to assist it to increase its capacity to be responsive to DHB plans to develop peer support programmes for breastfeeding mothers in their districts. The Waikato Breastfeeding Action Group will work with Waikato La Leche League to support them with their work both in the area of peer support and with their other activities.

Information from Plunket's Well Child Activity (Royal NZ Plunket Society Inc) in the Waikato DHB area for the six months to 31 December 2007 shows an overall decrease in breastfeeding in Waikato when compared to the same six month period in 2004, with 56.4 per cent of all babies in the Waikato DHB area exclusively breast fed at six weeks of age. There was an increase in the numbers of Maori babies exclusively breastfed at six weeks of age but a significant decrease for both Pacific and Asian. It is noted that the Plunket data does not capture all the data. The following table shows the data for the two periods:

Exclusively breastfed at six weeks	July – Dec 2004	July – Dec 2007
All NZ babies	51%	
All babies	60%	56.4%
Maori	51%	57%
Pacific	67%	52%
Asian	63%	44%
Plunket contacts for the same period:		
Plunket clinic	53%	50.7%
Home visits	45%	44.3%
Other	2%	2.26%

Issues in developing an action plan for the Waikato District

There are a number of issues that will impact on the implementation of this plan, the majority relating to relating to the lack of workforce capacity within related professions. The key areas are:

- midwife shortages
- lactation consultant shortages



- the La Leche League and other consumer based group's lack of capacity within the Waikato to support the further development of peer support programmes
- poor access to dietician support during pregnancy. It is noted that the increase in numbers of obese mothers has increased demand on support required to breastfeed, particularly in relation to milk supply. A proposal for an overall increase in dieticians has been approved as part of Waikato DHB's prioritisation process for 2008/09 and the impact this will have on support provided during pregnancy will need to be reviewed.

Other areas of risk are:

- access issues to support by rural women, due to staffing levels, transport issues and cost for women;
- inconsistent workforce knowledge around breastfeeding
- lack of existing antenatal education programmes specifically targeting Maori and Pacific
- community language barriers especially for Pacific and migrant women.

This plan has been developed around working towards addressing these issues.

Overarching purpose for this plan

Protect, promote and support breastfeeding at the Waikato District level through the development of baby friendly communities to reduce inequalities.

Action Areas

- Support the implementation of the Baby Friendly Hospital Initiative (BFHI)
- Support the implementation of the Baby Friendly Community Initiative (BFCl)
- Facilitate and co-ordinate an infant feeding health promotion strategy targeting Maori and Pacific infants and their mothers; this will include breastfeeding promotion, antenatal education community collaboration, community action and community engagement.
- Development and implementation of a workforce training and development programme for health professionals; this will include lobbying for additional funding
- Support the implementation of the Peer Counsellor Programme run by La Leche League for the Waikato
- Support the development and implementation of peer support programmes run by Maori and Pacific mothers and whanau
- Alignment of breastfeeding strategy and policy
- Alignment of services that provide breastfeeding support
- Improve and update the collection of breastfeeding data
- Support the development of resources to address language barriers for Pacific women.



Goals and Objectives

There are eight goals within this plan:

1. Increase the health workforce capacity to support women to breastfeed
2. Increase community based consumer groups capacity to support women to breastfeed.
3. Antenatal education, with particular reference to breastfeeding and infant care, is provided in an appropriate way and is accessible to all women, and their family/whanau
4. Postnatal services are aligned across the Waikato DHB district to ensure women have access to the appropriate agencies during the establishment phase of breastfeeding
5. All women within the Waikato DHB area who have clinical breastfeeding issues have timely access to a breastfeeding clinic, with support of a primary health provider
6. Communities and workplaces support breastfeeding within their environments
7. The Baby Friendly Community and Baby Friendly Hospital initiatives are implemented and maintained across the Waikato DHB area
8. Breastfeeding monitoring and reporting system in place
9. Breastfeeding promotion communications plan in place

This section details the goals and objectives for this plan along with the actions and resources required to meet them.

Goal one - increase the health workforce capacity to support women to breastfeed.				
<u>Objectives:</u>				
<ol style="list-style-type: none"> 1. Training programme is in place to up skill maternity/health providers and community based consumer groups in breastfeeding problems and solutions, and communicating with women and their family/whanau about breastfeeding 2. Peer counselling programmes are in place relevant to Maori and Pacific mothers 3. Development of a Maori workforce strategy to increase the capacity and knowledge of health workforce in the area of breastfeeding 4. Development of a Pacific workforce strategy to increase capacity and knowledge of health workers in the area of breastfeeding 5. Development of a strategy to increase the number of lactation consultants in the Waikato DHB area 				
Action	Deliverable	Timeframe	Responsible	Resource
1.1 Scope, develop and implement an education programme for the health workforce, incorporating on line study and train the trainer approach, with a	<ul style="list-style-type: none"> • Programme development scoped • Programme developed • Programme implemented 	August 2008 December 2008 February 2009	Breastfeeding Action Group	Consultant Funding from HEHA - breastfeeding



pathway to obtaining lactation consultant qualification.				
2.1 Support the expansion of La Leche League Peer Counselling Programme	<ul style="list-style-type: none"> • Programme actions implemented as advised • Pilot established • Pilot completed and evaluated 	As per project plan	Breastfeeding Action Group	Not known
2.2 Develop a pilot peer support programme using a train the trainers approach to target young Maori and Pacific mothers		TBA	Breastfeeding Action Group	TBA
3.1 Maori stakeholder hui held to determine direction of the plan	<ul style="list-style-type: none"> • Plan developed that incorporates relevant feedback 	December 2008	Breastfeeding Action Group	Facilitator Input from the Maori HEHA Reference Group
4.1 Pacific stakeholder fono held to determine direction of the plan	<ul style="list-style-type: none"> • Plan developed that incorporates relevant feedback 	December 2008	Breastfeeding Action Group	Facilitator Input from the Pacific Community Task Team
5.1 Development of a proposal to Waikato DHB Planning and Funding division to increase lactation consultant capacity	<ul style="list-style-type: none"> • Funding proposal submitted 	February 2009	Breastfeeding Action Group	Time

Goal two - increase community based consumer groups capacity to support women to breastfeed.

Objectives:

1. Training programme is in place to up skill community based consumer groups in breastfeeding problems and solutions, and communicating with women and their family/whanau about breastfeeding
2. Peer counselling programmes are in place relevant to Maori and Pacific mothers

Action	Deliverable	Timeframe	Responsible	Resource
1.2 Scope, develop and implement an	<ul style="list-style-type: none"> • Programme development scoped 	August 2008	Breastfeeding	Consultant



education programme for community based consumer groups, incorporating on line study and train the trainer approach, with the a pathway to obtaining lactation consultant qualification.	<ul style="list-style-type: none"> • Programme developed • Programme implemented • Programme implemented 	December 2008 February 2009	Action Group	Funding from HEHA - breastfeeding
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Goal three - antenatal education, with particular reference to breastfeeding and infant care, is provided in an appropriate way and is accessible to all women, and their family/whanau.

Objectives:

1. Increased access to antenatal education programmes, especially among groups with lower rates of breastfeeding
2. Development of a strategy to provide culturally appropriate antenatal education to Maori
3. Development of a strategy to provide culturally appropriate antenatal education to Pacific

Action	Deliverable	Timeframe	Responsible	Resource
1.1 Evaluation of current antenatal education programmes in reference to breastfeeding 1.2 Development of a proposal to Waikato DHB Planning and Funding division to increase antenatal education classes	<ul style="list-style-type: none"> • Evaluation report completed • Funding proposal submitted 	TBA February 2009	Breastfeeding Action Group	Consultant
2.1 Conduct a stock take of current antenatal education services and attendance rates by ethnicity 2.2 Conduct a consultation process to determine current service issues and develop an approach for Maori 2.3 Conduct a consultation process to determine current service issues and develop an approach for Pacific	<ul style="list-style-type: none"> • Stock take completed • Focus groups held 	October 2008 March 2009	Breastfeeding Action Group	Consultant



2.4	Establish pilot projects for Maori and Pacific	<ul style="list-style-type: none"> Pilot projects completed 	December 2009		
2.5	Development of a funding proposal for the delivery of antenatal education services for Maori and Pacific. The proposal will incorporate an evaluation component	<ul style="list-style-type: none"> Funding proposal submitted 	February 2010		

Goal four - postnatal services are aligned across the Waikato DHB district to ensure women have access to the appropriate agencies during the establishment phase of breastfeeding.

Objectives:

1. Ensure the provision of seamless care across the primary care continuum by co-ordination of handover of mothers and their babies across General Practices, independent midwives and other providers (including Well Child)
2. Ensure the provision of support to NICU mothers and babies to establish and maintain breastfeeding

Action	Deliverable	Timeframe	Responsible	Resource
1.1 Review and implement an agreed communication pathway for coordination of the handover of mothers and babies between providers.	<ul style="list-style-type: none"> An agreed referral/communication pathway is in place 	TBA	Y1 Champions Project Steering Group	Time
1.2 Work with the Waikato DHB to provide breastfeeding support within NICU	<ul style="list-style-type: none"> Breastfeeding support is provided to women and babies in NICU 	TBA	Breastfeeding Action Group	Time Staff resource
1.3 Develop a support programme for women to continue breastfeeding following discharge from NICU	<ul style="list-style-type: none"> Support programme in place 	TBA	Breastfeeding Action Group	Time Staff resource



Goal five - all women within the Waikato DHB area who have clinical breastfeeding issues have timely access to a breastfeeding clinic, with support of a primary health provider.

Objectives:

1. Breastfeeding clinics are established across the Waikato DHB area
2. Primary health providers provide ongoing support to women with clinical breastfeeding issues

Action	Deliverable	Timeframe	Responsible	Resource
1.1 Evaluation of the Waikato Hospital breastfeeding clinic	<ul style="list-style-type: none"> • Evaluation report submitted to the MOH - May 2009 	May 2009	Evaluation Steering Group	\$30,000 Contract evaluator Staff time
1.2 Work with the seven maternity units within the Waikato DHB to progress the establishment of further breastfeeding clinics.	<ul style="list-style-type: none"> • Proposal developed • Additional clinics approved and implemented 	TBA	Waikato DHB Women's Health Unit	Staff time Staff resource
1.3 Work with the four Waikato based Primary Health Organisations to establish breastfeeding support for women with clinical breastfeeding issues and look at the opportunity to pilot	<ul style="list-style-type: none"> • Breastfeeding support programme in place with each primary health provider 	TBC	TBC	Time Staff resource
1.4 Develop funding proposals to expand breastfeeding support clinics	<ul style="list-style-type: none"> • Funding proposals approved 	April 2010	Breastfeeding Action Group	TBC Lactation consultant FTE



Goal six - communities and workplaces support breastfeeding within their environments.

Objectives:

1. Support and advocate for the promotion, protection and support of breastfeeding within the community, including early childhood education settings
2. Support community based consumer organisations with their breastfeeding promotion initiatives
3. Support community based consumer organisations with material resources and training

Action	Deliverable	Timeframe	Responsible	Resource
2.1 Support Breastfeeding Advocacy Group Kirikiriroa to extend their "Breastfeeding Anywhere Anyplace Anytime" programme	<ul style="list-style-type: none"> • Breastfeeding Advocacy Group Kirikiriroa supported as required 	June 2009	Breastfeeding Action Group	Time Communications support (advice, \$'s)
2.2 Early childhood education services are supported to develop breastfeeding friendly environments	<ul style="list-style-type: none"> • A plan is in place to develop breastfeeding friendly environments in early childhood education settings 	Subject to date of legislation coming into force TBA	Breastfeeding Action Group	Time Communications support (advice, \$'s)
2.3 Support the implementation of the new legislation relating to breastfeeding in the workplace	<ul style="list-style-type: none"> • Implementation of the new legislation supported as required 			
2.4 Develop resource material for community based consumer organisation	<ul style="list-style-type: none"> • Mothers are supported to breastfeed 			

Goal seven - the Baby Friendly Community and Baby Friendly Hospital initiatives are implemented and maintained throughout the Waikato DHB area

Objectives:

1. Support and advocate for the Baby Friendly Community initiative to cover a wide range of health and community settings
2. Support and advocate for the Baby Friendly Hospital initiative across all maternity services within the Waikato DHB area
3. Support the establishment of breastfeeding support groups for referral

Action	Deliverable	Timeframe	Responsible	Resource
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1.1	Work with primary health and community based providers and community consumer based groups who have contact with mothers and babies to become Baby Friendly Community Initiative accredited	<ul style="list-style-type: none"> Identified primary and community based providers and consumer based groups attain Baby Friendly Community Initiative accreditation 	As per Baby Friendly Community Initiative timeframes	Breastfeeding Action Group	Time Communications support (advice, \$'s)
1.2	Monitor Baby Friendly Hospital Initiative status of Waikato DHB area maternity services and support ongoing accreditation	<ul style="list-style-type: none"> Waikato DHB maternity services are Baby Friendly Hospital Initiative accredited 	As per accreditation plan	Waikato DHB	As per accreditation plan

Goal eight - breastfeeding monitoring and reporting system in place.

Objectives:

1. Work with the Ministry of Health to ensure mechanisms are in place that will provide accurate and timely data on breastfeeding rates and to ensure specific Waikato DHB targets are developed for the 2009/10 year
2. Monitor breastfeeding rates during 2008/09 using current data sources (Plunket, Well Child Providers)

Action	Deliverable	Timeframe	Responsible	Resource
1.1 Review current reporting systems and support providers to upgrade where required to ensure the provision of timely and accurate data on Maori and Pacific breastfeeding in particular 1.2 Review data and develop targets for 2009/10	<ul style="list-style-type: none"> Reporting systems reviewed and upgraded Reporting process in place Data reviewed and targets set for 2008/09 	June 2009	Breastfeeding Action Group	Consultant support Provision for funding for IT development
2.1 Monitoring and reporting process developed with Plunket and Well Child providers to enable monitoring of 2008/09 rates using current data systems	<ul style="list-style-type: none"> Monitoring and reporting system in place 	September 2008	Breastfeeding Action Group	Consultant support



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5 June 2008



Goal nine - breastfeeding promotion communications plan in place.

Objectives:

1. Develop a communications strategy which links to the national breastfeeding promotion campaign and supports the implementation of the Waikato DHB Breastfeeding Plan
2. Establish a system for providers to access information on breastfeeding

Action	Deliverable	Timeframe	Responsible	Resource
1.1 Development and implementation of a breastfeeding Promotion Communication Plan to be incorporated within the Waikato District HEHA Communications Plan	<ul style="list-style-type: none"> • Communication plan in place 	July 2008	Breastfeeding Action Group	Waikato DHB communications consultant time
2.1 Establish a database of information relating to breastfeeding as a resource for primary health and community based providers and other health providers who have contact with mothers and babies	<ul style="list-style-type: none"> • Database established and promoted 	December 2008	Breastfeeding Action Group	Consultant support Waikato DHB communications consultant time

