

Breastfeeding

NZNO is committed to promoting, protecting, and supporting breastfeeding. NZNO acknowledges that breastfeeding has significant health, psychosocial and economic benefits for both the mother and the baby.

NZNO recognises the WHO/UNICEF (1989) Ten Steps to Successful Breastfeeding as the global standard for promoting and supporting breastfeeding in maternity services. In addition, NZNO supports the protection of breastfeeding through adherence to the WHO International Code of Marketing of Breastmilk Substitutes (1981) and subsequent relevant World Health Assembly (WHA) resolutions, Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand 2007, The National Strategic Plan of Action for Breastfeeding 2008-2012, and the Healthy Eating-Healthy Action Implementation Plan 2004-2010 (2004), which identifies the importance of breastfeeding promotion, particularly for Maori and Pacific women.

NZNO supports implementation of the Baby Friendly Initiative in New Zealand, including both the Baby Friendly Hospital Initiative (BFHI) in maternity facilities and Baby Friendly Community Initiative (BFCI). “The Baby Friendly Community Initiative is a modification of standards developed and fostered in the United Kingdom and Canada to strengthen the capacity of health services to support appropriate infant and young child feeding” (J Stufkens, NZBA – personal communication 2010).

NZNO supports the WHO International Code of Marketing Breast-milk Substitutes (“The Code”), enacting this by excluding any form of breast milk substitute advertising from the NZNO Journals, Kai Tiaki Nursing New Zealand and Kai Tiaki Nursing Research. Any images of bottle feeding are to be avoided in any promotional literature associated with NZNO. Colleges and Sections are also required to avoid any form of advertising that contravenes the Code in journals or promotional material. When subscribing to international journals, there will be an awareness of any material that contravene the Code and steps taken to have it excluded, via dialogue with editorial panels.

Employment Relations (breaks, infant feeding, and other matters) Amendment Act 2008

NZNO as an employer will ensure, as far as is practicable, that appropriate facilities are to be provided in the workplace for an employee who wishes to breastfeed or express breast milk in the workplace and that appropriate breaks are provided for this. These breaks are in addition to other breaks that are taken in accordance with their obligations under section 69Y of the Employment Relations Act 2000 (the Act) and the Code of Employment Practice on Infant feeding (2010) www.dol.govt.nz.

This is to support women who choose to return to paid employment following the birth of their baby to be able to continue to breastfeeding, in a work environment that encourages this.

Appendix

International Code of Marketing of Breast Milk substitutes

The Code includes these 10 important provisions:

1. No advertising of all these products to the public
2. No free samples to mothers.
3. No promotion of products in health care facilities, including no free supplies.
4. No company mothercraft nurses to advise mothers.
5. No gifts or personal samples to health workers.
6. No words or pictures idealising artificial feeding, including pictures of infants, on the labels of the products.
7. Information to health workers should be scientific and factual.
8. All information on artificial infant feeding, including the labels, should explain the benefits of breastfeeding, and the costs and hazards associated with artificial feeding.
9. Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.
10. All products should be of a high quality and take account of the climatic and storage conditions of the country where they are used.

Ten Steps to Successful Breastfeeding

To become a BABY-FRIENDLY HOSPITAL every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast milk, unless medically indicated.
7. Practise rooming-in – allow mothers and infants to remain together – 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

The Seven Point Plan for the protection, promotion and Support of Breastfeeding in the Community

1. Have a written breastfeeding policy that is routinely communicated to all staff and volunteers.
2. Train all healthcare providers in the knowledge and skills necessary to implement the breastfeeding policy.
3. Inform pregnant women and their families about the benefits and management of breastfeeding.

NZNO Practice position statement:

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4. Support mothers to establish and maintain exclusive breastfeeding to six months.
5. Encourage sustained breastfeeding beyond six months to two years or more, alongside the introduction of appropriate, adequate and safe complementary foods.
6. Provide a welcoming atmosphere for breastfeeding families.
7. Promote collaboration among health services, and between health services and the local community.

Adapted with permission from: UNICEF UK Baby Friendly Initiative (1999)¹ and The Baby Friendly Initiative in Community Health Services, 2002 – the Breastfeeding Committee for Canada (2)

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Mission statement

NZNO is committed to the representation of members and the promotion of nursing and midwifery.

NZNO embraces Te Tiriti o Waitangi and works to improve the health status of all peoples of Aotearoa/ New Zealand through participation in health and social policy development.

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