



JUST 10 STEPS

Breastfeeding The
Baby Friendly Way



What to expect from your birthing unit or hospital

Maternity facilities and staff should support the rights of all parents to make informed choices about infant feeding.

You can expect:

1. To hold your new pēpi (baby) against your skin soon after birth.
2. Staff to support and help with your first feed without interference or hurrying you.
3. That you will be encouraged to feed pēpi whenever they show signs of hunger.
4. A trained staff member to be available to help with feeds while you are in hospital.
5. That if pēpi needs medical procedures, you will be invited to be with them. Normally, pēpi will be with you at all times.
6. Staff to ask your permission before feeding pēpi with anything but your breastmilk. This includes infant formula and donor milk.
7. A high standard of care and support, no matter how you feed pēpi. This includes receiving information on the safe handling and preparation of formula, without judgement.
8. To be shown how to hand-express breastmilk and be given written information.
9. While pēpi is learning to breastfeed, you may be advised not to use bottles, dummies and teats.
10. That you will be given a list of telephone numbers for services that can provide help and support after you leave hospital.

Whānau to whānau tips

We asked breastfeeding parents throughout Aotearoa New Zealand for their top tips for other breastfeeding parents. Below are the top five tips.

1. Make sure you have a Lead Maternity Carer (LMC) (Midwife, Obstetrician or GP) who really supports you and your decisions to breastfeed. If you're not happy you can change your LMC.
2. On average newborns only need 30ml of colostrum in a 24 hour period for the first 1-3 days. It might help to remember that newborn babies' tummies are very small (about the size of a marble).
3. It is normal for pēpi to feed more often during hungry times and growth spurts (often around 2, 4, 6 and 12 weeks).
4. The more milk pēpi takes, the more milk you make. Try to let pēpi guide you, rather than feeding by the clock.
5. Surrounding yourself with other parents who are breastfeeding can be the best support network.



Helpful links

Pregnancy information and support

- Find Your Midwife:
www.findyourmidwife.co.nz

For practical breastfeeding support and advice

- Find Your Breastfeeding Support:
www.findyourbreastfeedingsupport.org.nz
- Health New Zealand Breastfeeding:
www.breastfeeding.org.nz
- BreastfeedingNZ Online Community:
www.facebook.com/breastfeedingnz
- HealthLine:
0800 611 116

Breastfeeding and working

- Breastfeeding Friendly Workplaces:
www.bfw.org.nz
- Health New Zealand:
www.info.health.nz/pregnancy-children/breastfeeding/breastfeeding-and-returning-to-work
- Baby Friendly Hospital Initiative:
www.babyfriendly.org.nz

Breastfeeding friendly public spaces

Breastfeeding is the perfect way to feed pēpi (baby) when you're out. It's free and fresh and requires no preparation.

Five tips for breastfeeding in public:

1. Being able to feed anywhere, any time will help you keep up a good milk supply.
2. Under the Human Rights Act, it's illegal for someone to stop you breastfeeding in public.
3. To build your confidence you might like to go out with other breastfeeding parents who are comfortable breastfeeding in public.
4. You can find clothing that is especially made for breastfeeding, but wearing layers and tops that are easy to pull down or up also work well.
5. You can breastfeed pēpi in most baby slings and carriers.



In a breastfeeding friendly space:

You can expect:

1. Staff that are baby friendly and prevent and respond to discrimination and harassment of breastfeeding.
2. A safe whānau (family) friendly environment. For example, this may include having a secure space away from roads, safe toys for tamariki (children), and high chairs.
3. Comfortable seating.
4. Access to baby change facilities.
5. A sign welcoming breastfeeding.

(Available from www.womens-health.org.nz)



Return to work

Employers are required by law to provide appropriate facilities and breaks for employees who wish to breastfeed either at the workplace or during a work period, as far as it is reasonable and practicable in the circumstances.

Five tips for returning to work while breastfeeding:

1. Consider how you will manage breastfeeding and returning to work. For example, will you have pēpi with you? Will you express at work? Will someone bring pēpi to you?
2. Start discussions with your employer about your intentions **before** you go on parental leave, ask about flexible work options and if they have a breastfeeding policy.
3. Arrange to have a 'return to work' meeting with your employer about a month before you plan to return.
4. On return to work, confirm arrangements. Having regular catch ups with your employer about how these arrangements are working could be helpful.
5. Know your rights - read your workplace policies and your employment contract, and remember employers are required to provide you with appropriate facilities and breaks. Under the Human Rights Act, it's illegal for someone to stop you breastfeeding in public (this includes workplaces).

At a breastfeeding friendly workplace:

You can expect:

1. To have a breastfeeding policy which is communicated to all employees.
2. A supportive workplace culture that prevents discrimination and harassment of breastfeeding employees.
3. Appropriate breaks for breastfeeding as required by law.
4. A flexible approach to working arrangements.
5. Facilities such as a comfortable and private space (e.g. lockable room) for breastfeeding and/or expressing and designated refrigerated space to store breastmilk.



Image credits: BreastfeedingNZ

