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**BREASTFEEDING
SUPPORT**



OTAGO & SOUTHLAND
Hapai i o hoa, i o whānau ki te whāngai ū
Support your partners, friends and whānau to breastfeed

Tēnā koutou.

Welcome to the 10th edition of the Breastfeeding Support Otago & Southland E-Newsletter. Please feel free to share this email with your networks. To sign up for these newsletters please email: healthpromotion@wellsouth.org.nz

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A huge congratulations to everybody!



You may already be aware but Breastfeeding Support Otago & Southland, our Breastfeeding Peer Support programme, were runners up in the 2016 Minister of Health's Volunteer Awards, announced at Parliament on the 14th June 2016.

Visit: <http://volunteerawards.health.govt.nz/2016-volunteer-awards-recipient>

Thanks to all our amazing breastfeeding peer supporters and administrators for their commitment to this programme, for giving up their own time for other mothers, babies and whānau while looking after their own as well. Thank you also to Sarah Berger (who has now left WellSouth) for putting together the application for this award.

Myth Busting: Should you pump and dump?



All the answers are in Feed Safe, the new alcohol and breastfeeding app

Can I have an occasional drink while I'm breastfeeding? Should I 'pump and dump'? How does alcohol affect breastmilk? How long should I wait after having a drink, before breastfeeding?

These are among the important questions answered in the app **Feed Safe** which is now available on both iOS and Android devices in New Zealand.

WellSouth Primary Health Network has helped bring **Feed Safe** to New Zealand and Health Promotion Specialist Sophie Carty, says the free app contains answers to the most common questions about alcohol and breastfeeding:

"Feed Safe is a great tool for mothers wanting to regulate alcohol intake while breastfeeding, to reduce the chance of affecting their baby. A number of factors affect how much alcohol gets into breastmilk including the strength and amount of alcohol in drinks, what and how much has been eaten, and how much people weigh."

New Zealand recommendations state that the safest option is to not drink while breastfeeding. However, for those who do want to drink while breastfeeding it is recommended to avoid doing so until the baby is one month old. After this time, having an occasional drink need not be a reason to stop breastfeeding. However, combining alcohol and caring for babies is not risk free. Having more than two drinks of alcohol regularly has been shown to not only be detrimental to the health of women, but may affect their babies' health and development too. Also, drinking while caring for a baby reduces anybody's ability to respond to their infant's needs, regardless of feeding method.

Those who decide to have an occasional drink (1 – 2 standard drinks) can enter their height, weight, and alcohol intake to accurately estimate when their breastmilk should be free from alcohol. **Feed Safe** includes a timer, which alerts users when they should be safe to breastfeed again. The app has a handy standard drinks guide to help understand how much alcohol is in common drinks. It also contains information about what happens if a mother drinks more than she had planned.

Dunedin mother, Azaria Woodford, recommends **Feed Safe**:

"What a great tool for breastfeeding mums who want to enjoy the occasional drink. Now we have a visual aid that can help support us! With a quick tap I can either see how long until it's safe to feed my baby, or what the time will be. So helpful that I don't have to try and count back and remember myself!"

Feed Safe was developed by the Australian Breastfeeding Network, Reach Health Promotion Innovations and Curtis University. WellSouth Primary Health Network has adapted it for New Zealand.

WHAT FREE app for iOS and Android devices which contains information on breastfeeding and alcohol, to help informed choice.

AVAILABLE iOS App store appstore.com/feedsafenz & Google Play <https://play.google.com/store/apps/details?id=au.com.rpi.feedsafenz&hl=en>

For more information on Breastfeeding Support across Otago & Southland visit: www.breastfeedingsos.co.nz

World Breastfeeding Week 2016



The World Breastfeeding Week (WBW) 2016 theme is about how breastfeeding is a key element in getting us to think about how to value our wellbeing from the start of life, how to respect each other and care for the world we share.

The WBW materials will focus on the links between breastfeeding and the World Sustainable Development Goals along five broad themes (1) nutrition/food security, 2) health, well-being and survival, 3) environment and climate change, 4) work productivity, empowerment, social protection, and 5) sustainable partnerships and rule of law.

Sustainable gifts for mothers giving birth during WBW will be provided across Otago & Southland. Watch this [website](#) for more information and updates on WBW.

Big Latch On's will also be happening across the region, please get involved and encourage your friends, coffee groups etc. to attend. WellSouth and the Southern District Health Board can offer support to individuals or organisations who would like to hold their own Big Latch On events or those wanting to put up displays. Please contact: rebecca.llewellyn@wellsouth.org.nz or 03 477 1163.

For more information on The Big Latch On visit:

<http://www.womens-health.org.nz/programmes/breastfeeding-activities/big-latch-on/>

Or to register your own Big Latch On event visit:

<http://www.womens-health.org.nz/programmes/breastfeeding-activities/big-latch-on/>

Activities happening in Dunedin:

- Big Latch On Dunedin, Friday 5th August, Meridian Food Hall. Gifts for mothers and spot prizes will be offered, Damian & Sonja from The Breeze will MC.
- Provision of information to partner organisations so they can publicise Breastfeeding issues.

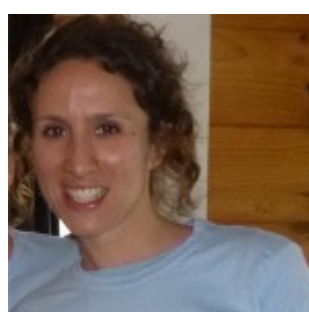
New Peer Supporters



A huge congratulations and welcome to the new Peer Supporters in Central Otago (pictured on the left) and the Clutha District (pictured on the right).

We had nine new Peer Supporters trained from the Clutha District, four from Wanaka, two from Cromwell and three from Queenstown. Thank you all for volunteering to help mothers in your community!

A Farewell!



We also bid a sad farewell to Peer Supporter and WellSouth Health Promoter, Sarah Berger. However, we forgive her as she is moving to an exciting role with the New Zealand Breastfeeding Authority in Christchurch! All the best Sarah!

A successful Tongue Tie Seminar in Central Otago



On Friday 8th April WellSouth and Charlotte Jean Maternity Hospital hosted a Tongue Tie Seminar on behalf of Central Otago & Wakatipu Breastfeeding Network.

Speakers Dr Paul Bennett (Broadway Medical Centre), Jane Carroll (Speech Language Therapist), Vanessa Logan-Smith (RN, IBCLC), Jo Guest (RM, IBCLC, Charlotte Jean Maternity Hospital) and Sarah Berger (Health Promotion Specialist, WellSouth) presented in Cromwell. The presentations were on:

- 'Tongue Tie and Breastfeeding'
- 'Tongue ties - more than a feeding problem?'
- 'National and International perspectives in multidisciplinary management for tongue tie'
- 'Case studies and emergency management prior to intervention'
- 'Breastfeeding Peer Support in Otago and Southland'

Thirty one professionals attended from the following professional groups; Plunket Nurses, RGNs, Occupational Therapy, LMCs, Lactation Consultants, Maternity Hospital staff, Health Promotion, Speech Language Therapy, Dentistry, GP and volunteer Breastfeeding Peer Supporters.

Some comments from the day were:

"Excellent day, informative and great presentations"

"Lots of great knowledge and speakers from various professions really provided a well-rounded seminar"

The Central Otago & Wakatipu Breastfeeding Network were very happy to have organised an engaging and interesting morning, with great evaluation and good representation of professionals from across Central Lakes.

Lancet 'Breastfeeding Series'



In an effort to highlight the global importance of breastfeeding, the prominent scientific journal **Lancet** published a 'Breastfeeding Series' earlier this year. The core message: *"Breastfeeding contributes to a world that is healthier, better educated, more equitable, and more environmentally sustainable."* Below is an impressive bunch of statistics that affirms the amazingly important work the BFSOS peer supporters and other health professionals do for the promotion, protection and support of breastfeeding in the community.

The many benefits of the biological norm:

- "Breastfeeding is nutritionally, immunologically, neurologically, endocrinologically, economically, and ecologically superior to breastmilk substitutes, and does not require quality control of manufacture, transport, storage, and feeding mechanisms."
- 66 different studies found breastfeeding protects against diarrhoea and respiratory infections that lead to child death.
- 113 studies support the link between longer periods of breastfeeding and a lower likelihood of obesity or overweight in children.
- Scaling up of breastfeeding to a near universal level could prevent 823,000 annual deaths in children younger than 5 years and 20,000 annual deaths from breast cancer.
- Breastfeeding is free and has no negative impact on the environment: in contrast, it is estimated that more than 4000l of water are needed to produce just 1 kg of artificial milk powder. In the US alone, 550 million cans from breast milk substitutes – 86,000 tons of metal, and 364 000 tons of paper – end up in landfill annually.

What we can do to help:

- Support or help set-up pre- and post-natal breastfeeding support in the form of one-on-one or group education sessions and peer support counselling groups.
- Advocate for workplace lactation rooms and breaks to express breastmilk, as this can radically increase the rate of breastfeeding at six months of age.

BURP Update



Download the free BURP app to
find breastfeeding friendly places
www.burpapp.co.nz

BURP will be undergoing some exciting developments in the near future - one of these being the addition of a Smokefree symbol so whānau can identify venues which have Smokefree outdoor areas.

We encourage Peer Supporters to visit some of our "breastfeeding friendly venues" and leave a review about their breastfeeding experience at the venue!

Newest BURP Venues:

Wanaka:

- Double Black Café Albert Town

Clutha District:

- Bates Pharmacy : Catlins Health & Gifts - Owaka
- Bake House Gallery - Owaka
- Lumber Jack Restaurant, Bar & Cafe Owaka

Dunedin

- Catholic Social Services in South Dunedin
- China Palace Restaurant - South Dunedin
- Noodle Canteen - South Dunedin
- Cafe Aroma - South Dunedin

Books on Prescription: Read Yourself Well



www.booksonprescription.co.nz

After an evaluation of our Books on Prescription programme we have made some changes to the programme:

1. A change to the evidence-based book list:

- We have removed some of the more complex mental health books.
- We have added books about diabetes, heart disease and lifestyle choices.
- We have added some more picture books and books with simpler language.
- We have added some "creative fiction" books to the list, which have been reviewed by health professionals.

2. A re-vamped marketing scheme:

- New taglines "Read Yourself Well" "Listen Yourself Well" "T-App Yourself Well"
- A new look website. Visit: www.booksonprescription.co.nz
- New posters and marketing material.

There are also now smartphone apps and audio resources recommended on the website which may be useful tools to help people understand and manage a health problem.

Breastfeeding resources are also included in the scheme, which you may find useful to recommend:

- The book **The Womanly Art of Breastfeeding** by La Leche League International.
- The apps **Feed Safe, BURP, BreastFedNZ, Tapuaki - Pregnancy**.

If you would like some of the new print resources (viewable on the website under [Professional Resources](#)), please contact us. Email: healthpromotion@wellsouth.org.nz or phone 03 477 1163.

WellSouth Community Facebook Page



A reminder that the WellSouth Health Promotion Team is on Facebook! We often post updates about the breastfeeding work we are doing. Follow us [here](#) to keep up-to-date!



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