

2014 Terms of Reference

Northern Breastfeeding Network

The Northern Breastfeeding Network is made up of a group of individuals and representatives from different organisations who share a common interest in improving maternal and child health with a focus on breastfeeding protection, promotion and support.

Focus:

- To strengthen collaboration, effective information sharing and strategic direction for breastfeeding action in the Northern region and beyond.

Principles:

- The Northern Breastfeeding Network members will communicate and work in a collaborative, cooperative and transparent way, sharing information, research, and ideas
- The Northern Breastfeeding Network members will view each organisation/sector representative as an equal partner and will recognise and respect the differing skills, expertise and values of each other
- Members will identify and make the network aware of any conflicts of interest.

Objectives:

- To plan, facilitate and support joint breastfeeding projects, promotions or programmes
- To support the effective implementation of breastfeeding programmes through sharing information and working collectively.
- To develop strategic direction for breastfeeding action at a district level and ensure alignment of activities that are focused on improving health outcomes and reducing inequality for all New Zealanders.
- To promote and support the updating and implementation of the National Strategic Plan of Action for Breastfeeding 2008-2012.
- To provide a collective voice through submissions, policy analysis and advice.

Meetings:

Face-to-face meetings will occur monthly on the first Wednesday unless otherwise agreed. When discussions or decisions are required in the interim, meetings may be held by email.

Outcomes:

- Increased breastfeeding knowledge among health professionals
- Sharing of knowledge and information on the effectiveness of programmes and local barriers to breastfeeding
- Increased awareness of breastfeeding support services for Māori, Pacific, Asian and Middle Eastern mothers
- Collaboration of Health workers and other relevant agencies to help achieve provision of consistent, culturally responsive and accurate information, advice and support to breastfeeding women and their whānau.
- Collaboration of services and resources to strengthen local breastfeeding interventions/ projects

Manaakitanga:

- Support/encouragement/motivation from other members
- Whakawhanaungatanga (relationships)
- Region wide updates (from outside each organisation's locality) – what is working and what isn't

Membership

- Membership is open to any individual or organisation who share/s a common interest improving maternal and child health with a focus on breastfeeding protection, promotion and support.
- Members will identify and make the network aware of any conflicts of interest including if you are affiliated (including research affiliations) with any manufacturers or distributors of breastmilk substitutes, related equipment such as feeding bottles and teats, commercial foods for breastfeeding mothers, or commercial complementary foods.
- No members should represent their views as the group's views without the express permission of the group

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