

*Women's Health Action*  
Annual Report 2010 - 2011

## ***Our vision***

### **Well women empowered in a healthy world!**

Our vision, embodied in our mission statement above, is to ensure that issues related to gender remain on the public health agenda, thereby ensuring women health consumers' needs are recognised, understood and met. We empower women health consumers with up-to-date quality evidence-based information to assist them to make informed decisions around their health and the health of their families.

We will achieve our vision by:

- Providing women with information and evidence based resources to enable them to make informed choices and decisions around their own health needs
- Promoting women's interests and providing a woman's voice in research, education and policy where there are implications for women's health
- Stimulating debate to strengthen the ability of the public health and non-government organisational (NGO) communities to contribute to the wellbeing of all women in Aotearoa-New Zealand
- Ensuring the viability and increasing the future capacity of WHA

We categorise the work we do to achieve our vision under three main headings:

- 1) Major issues of concern to women's health, including breastfeeding
- 2) Education services and information
- 3) Consumer representation and networking

Women's Health Action Trust, which grew out of Fertility Action founded by women's health activist Sandra Coney, is now in its 26th year of operation. This annual report covers the period 1 April 2010 to 31 March 2011

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***Introduction from Jesse Solomon,  
WHA Chairperson***

This report reflects another period of high output for The Women's Health Action Trust. The staff continue to produce work of high quality and provide input and advice to a wide range of stakeholders. The information provided by the organisation continues to be valued and participation in events is strong.

Women's Health Action has been fortunate during this period to have continued funding from the Ministry of Health. In addition to this we have received support from New Zealand Lotteries, ASB Community Trust and the Health Sponsorship Council. We are grateful to the support of these agencies that have enabled us to undertake the work outlined in the report. WHA also participated in a new project during this period with researcher Alison Towns which was funded by the Alcohol Advisory Council (ALAC). This was a new collaborative initiative this year involving Christy Parker, WHA Policy Analyst working alongside Alison to complete the research which has proved very successful.

At the end of 2010 WHA farewelled Jo Fitzpatrick from her role as Director of Women's Health Action. Jo had been with the organisation for a considerable period initially as a policy analyst and as the Director for some 9 years. She has had a strong influence in the interests of women health consumers in this role and throughout her career, we are sure she will continue to contribute in the fields of women's and consumer rights into the future.

The Trust Board undertook a recruitment process in the early months of 2011 and, amongst a field of strong candidates, was pleased to be able to appoint Maree Pierce. Maree commenced her tenure as Director of Women's Health Action shortly after the end of this report period.

Women's Health Action Trust Board retained a stable membership of committed trustees during this report period.

Warm regards,

Jesse Solomon

Chairperson Women's Health Action Trust

## Events

### Annual Cartwright Anniversary Event

Women's Health Action again recognised the anniversary of the release of the Cartwright Report on the 5<sup>th</sup> August 1988 with our annual Cartwright Seminar and Lunch. This year's event was held at the Fickling Centre in Three Kings as was attended by a range of consumer, health sector and health professional groups. We were fortunate to have the new Health and Disability Commissioner Anthony Hill as a speaker at this year's event and also launched the '*Cartwright Comes of Age? Seminar Report*'.



(L - R) Nikki Whyte, Isis McKay, Catherine Crooks, Irene Johnson, Christy Parker and Jo Fitzpatrick of Women's Health Action with Health and Disability Commissioner Anthony Hill.

### Suffrage breakfast

Women's Health Action held another successful breakfast to celebrate women's suffrage in September 2010. The speaker at the event was Judy McGregor, Equal Employment Opportunities Commissioner with the Human Rights Commission, who addressed the issue of "Sex and Power" which highlighted the gender inequalities and issues within the workforce that we still face today.

## Breastfeeding Space at Waitangi Day Celebrations

Women's Health Action, in collaboration with Ngati Whatua o Orakei Health set up another popular breastfeeding and health area at the Okahu Bay Waitangi Day Celebrations for the third year running. This space provided support, seating, shade and water for breastfeeding mothers and their whanau. We also disseminated informational resources and posters on breastfeeding, immunisation, maternity support, Tamariki Ora services and smoking cessation.



## The Big Latch On

The sixth annual 'Big Latch On' was held in 2010. Each year has seen increasing involvement and support for the event from communities large and small around New Zealand. WHA works with other organisations to support and encourage them to organise World Breastfeeding Week events in their communities to create a week where breastfeeding becomes highly visible in the media and in the community generally. The 2010 World Breastfeeding Week theme as set by the World Alliance for Breastfeeding Action was "Breastfeeding: Just 10 Steps. The Baby-Friendly Way" promoting the Baby Friendly Hospital Initiative (BFHI). On Friday the 6<sup>th</sup> of August at 10.30am, breastfeeding women and children from all over Aotearoa-New Zealand got together to be part of the 2010 Big Latch On, and again broke the record with 1514 mothers breastfeeding simultaneously throughout the country. The evaluation findings indicated that in general, participants' responses were overwhelmingly positive, showing that the Big Latch On 2010 was a warmly received local event for many women across New Zealand.



## Parent and Child Shows

Women's Health Action and Breastfeeding NZ (Ministry of Health and GSL Marketing) collaborated to run two successful information stands at the Auckland Parent and Child Show. Both stands complemented each other. The WHA stand provided information on pregnancy, childbirth and breastfeeding. WHA also provided a comfortable area for women to breastfeed and refuel with healthy snacks and water, which was appreciated by many of the new mums visiting the Shows. WHA was supported on the stand by local La Leche League volunteers and health professionals.

There were hundreds of visitors to the WHA stand throughout the three days, with women receiving some welcome breastfeeding tips and often counselling from the La Leche League members, Lactation Consultants and Midwives about managing breastfeeding. This highlights the ongoing need for information and support to be provided to pregnant and breastfeeding women. WHA disseminated over 1000 resource packs at the Show.

WHA staff also used the shows as an opportunity to speak to pregnant and breastfeeding women about their breastfeeding experiences. Two surveys were developed: one for women pregnant with their first child and one for mothers and focusing on questions related to their youngest child. There were over 900 responses to the WHA survey.

Survey results indicated the importance of antenatal breastfeeding promotion and education with nearly 100% of pregnant women completing the survey indicating that they intended to breastfeed.



### **6<sup>th</sup> Australian Women's Health Network Conference Hobart, Tasmania, 18<sup>th</sup> - 21<sup>st</sup> May 2010**

This year saw our Policy Analyst Christy Parker give presentations at two international conferences. The papers related to cervical cancer prevention and violence against women.

With the support of the Lottery Minister's Discretionary Fund, Christy was delighted to attend to the 6<sup>th</sup> Australian Women's Health Network Conference in Hobart, Tasmania in May 2011 and present a paper on best practice in cervical cancer prevention. The five yearly conference is an international gathering of over 500 delegates working in women's health policy, research, practice and NGO service provision. As a result of Christy's paper, New Zealand's efforts towards improving our HPV immunisation programme received commendation from conference delegates from Australia, Canada and the United States. The paper, titled *'One for the girls? Cervical cancer prevention and the introduction of the HPV immunization programme in Aotearoa New Zealand'* has now been published in a special women's health edition of the Women's Studies Journal which is available online.



*Christy Parker, Policy Analyst, at the AWHN Conference 2010*

### **17<sup>th</sup> International Conference of the Nursing Network on Violence Against Women Auckland, 16<sup>th</sup> – 18<sup>th</sup> February 2011**

Christy also co-presented a paper with Dr Alison Towns of the Auckland Coalition for the Safety of Women and Children in February this year at the 17<sup>th</sup> Annual Nursing Network on Violence Against Women International Conference in Auckland. The paper was titled *'Failing to see the funny side: alcohol advertising, the Advertising Standards Authority, and violence against women'*. It framed the way alcohol advertising represents women as a public health issue in the context of the role of alcohol in the dynamics of violence against women.

The conference provided excellent opportunities to network and engage with organisations working across the breadth of violence against women services from policy, prevention, and screening to intervention. Latest research evidence on the health impacts of violence against women was of significant interest and is informing our work in this area.

## Progressing women's health and ensuring consumer voices in healthcare

Women's Health Action completed over 50 written **submissions** for a range of stakeholders during this period including:

- Parliamentary Select Committees
- Ministry of Health
- National Screening Unit
- Health professional bodies including the Medical, Midwifery, Physiotherapy and Pharmacy Councils
- Law Commission
- Human Rights Commission
- Health and Disability Commission
- Paediatric Society New Zealand
- ACC
- Medsafe and PHARMAC
- Auckland District Health Board
- Welfare Working Group
- Advertising Standards Authority
- Standards New Zealand
- National Council of Women
- Pacific Women's Watch

**Issues covered** in submissions included:

- Changes to ethics committees
- The storage and use of Newborn Metabolic Screening Programme blood spot cards
- Alcohol law reform and alcohol advertising
- Welfare reform
- Review of human rights in New Zealand
- Health information privacy and technology
- Health professional standards
- Pharmaceutical funding and recalls
- Family violence screening
- Maternity standards and referral guidelines;
- Assisted reproductive technologies
- Food and Nutrition Guidelines for Healthy Children and Young People; Children's & Young People's Rights in Health Care Services ; Breastfeeding in public
- Public health legislation and consumer information resources

## **Partnerships Collaborations and Coalitions**

Working in partnership with other organisations to progress important women's health issues is a priority for Women's Health Action.

This period has seen us Chair, or been an active member of several dynamic community coalitions or networks:

- **Auckland Coalition for the Safety of Women and Children**
- **Eating Difficulties Community Coalition Northern Region**
- **National Sexuality Education Roundtable**
- **Metro Auckland Breastfeeding Network**
- **Consumer Collaborative of Aotearoa**
- **Ministry of Health NGO working group**
- **Child Poverty Action Group**
- **Action for Children and Youth Aotearoa**

Women's Health Action participated in, or ran, a number of **working parties, reviews and consultations** during this period. These included:

- Epsom Day Unit Clinical Effectiveness Group, Auckland District Health Board, Consumer Representative
- National Shared Care Plan Programme Governance Group
- CEDAW Community consultation meetings
- HPV DVD Advisory Group
- Ministry of Health, Improving Consumer Voice in Maternity Care Project
- Ministry of Health, Maternal Referral Guidelines sector consultation
- Ministry of Health - Assessment of Well Child/ Tamariki Ora health promotion services project

- Therapeutic Advertising Preventing System Code Consultative Committee, Association of New Zealand Advertisers, Consumer Representative, on-going
- Immunisation Advisory Centre, Website Development, Consumer Advisor
- Abortion National Networking meeting in conjunction with the national Family Planning Conference, organised by WHA, 15<sup>th</sup> October, 2010
- Health Informatics New Zealand, Consumer Representative
- Organ Donation of New Zealand
- WDHB Breastfeeding Advisory Group
- WDHB Maternity Mapping Project
- Ministry of Health's information review on The Code in New Zealand
- ADHB Well Child Providers Group

## ***Women's Health and Consumers***

Women's Health Action works across a number of issues, and sectors, to progress women's health and to ensure consumer voice in health care. We have continued to advocate the significance of gender as social determinant of health and wellbeing and the need for health policies, programmes and services to be gender sensitive. This helps to ensure policies meet women's needs.

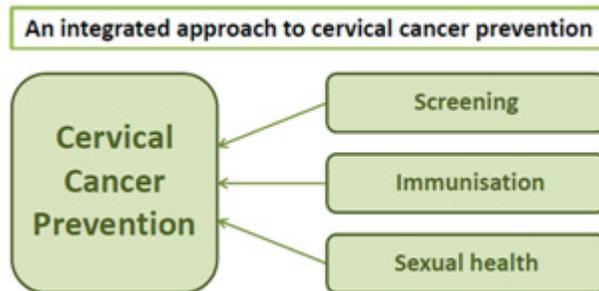
This year we have again provided expertise in the development of high-quality health consumer information resources. We have also provided consumer representation and critical gender perspectives in a range of consultations, working parties and health service reviews. We have organised and participated in forums, seminars and presentations on women's health, public health and gender issues. Our evidence-based analysis and advice on public health, consumer, women's health and gender issues has been sought by a range of health providers, public health organizations, ministries, DHBs and community organisations. See pages 10 and 11.

A key area of focus for Women's Health Action this year has been cervical cancer prevention, particularly in the context of the introduction of the HPV immunisation and the periodic parliamentary review of the National Cervical Screening Programme.

Other major areas of focus have been violence against women; women and alcohol; sexual and reproductive health and rights including best practice in abortion services; quality and safe maternity services; patient-centered health care; health information technology; and eating disorder service improvements. Below we highlight several of these major work streams.

### **Cervical Cancer Prevention**

Cervical cancer prevention remained a significant work stream for Women's Health Action this year as the second year of the school-based HPV immunisation programme was delivered and the review of the National Cervical Screening Programme was commenced. With the arrival of HPV vaccines in the past few years Women's Health Action remains committed to supporting the Ministry of Health towards an integrated cervical cancer prevention strategy that now involves a three pronged approach: sexual behaviour strategies, HPV immunisation and cervical screening, in line with World Health Organisation recommendations.



During 2010/11 we have again played a key role in advising the Ministry of Health and GSL Marketing on communications strategies and resources for the HPV immunisation programme from a consumer and gender-based perspective. We have continued to provide gender and consumer based advice to the National Screening Unit about all of its programmes including the National Cervical Screening Programme and have participated in the statutory periodic review of the National Cervical Screening Programme with a focus on addressing women's HPV information needs and evaluating the impact of the HPV immunisation on cervical screening participation.

#### **Highlights:**

##### ***HPV DVD Project – addressing women's HPV information needs***

Research has identified a major lack of understanding in the population about Human Papillomavirus and its causal role in cervical cancer. Women's Health Action played a key advisory role alongside representatives from the Immunisation Advisory Centre, the National Screening Unit and public health, in the development of a Ministry of Health HPV information DVD. The DVD will provide an integrated message about how the various prevention strategies work together to give women their best chance at preventing cervical cancer. Women's Health Action has advised on the content outline for the DVD, the selection of a production company, the director's script and on the filming of the DVD. We also advised on the editing process and final cut.

##### ***Review of the National Cervical Screening Programme***

At the end of this annual report period, a statutory periodic review of the National Cervical Screening Programme was underway and we had the opportunity to provide consumer feedback on the programme to the international review team. To gather this feedback we consulted across a board range of organisations and consumers groups including Maori Women's Welfare League, Federation of Women's Health Councils, Disabled Person's Assembly, Shakti Community Council, Centre for Asian and Migrant Health Research Centre, Rainbow Youth, WONS, and West Fono.

## **Alcohol and Women's Health**

This year we have partnered with public health NGO Alcohol Health Watch to progress our shared concern about the impact of alcohol on women's health. Our concerns relate to both the increase in women's drinking and the impact on women of those who drink around them. Alcohol Health Watch and Women's Health Action have secured some additional Ministry of Health funding this year to conduct a small research project on Alcohol and Women's Health. The project aims to collate the existing evidence-base on alcohol-related harm to women in order to inform and encourage effective harm prevention policies, planning and other health promotion action. The project will include a comprehensive literature review and focus groups with key stakeholders across a number of sectors who encounter women and alcohol issues in the course of their work. The stakeholders will include health providers including emergency room staff, midwives, and sexual health providers; family and sexual violence agencies; and mental health and addictions services. A briefing paper will be presented to the Ministry of Health and stakeholders at the end of 2011.

This year also saw us bring our gender and women's health focus to the Justice Select Committee's consideration of the Alcohol Reform bill through written and oral submissions. We have also participated in the Advertising Standards Authorities review of the Code of Liquor Advertising and presented our concerns about the representation of women in beer advertising and the targeting of young women drinkers.

## **Violence against Women**

Women's Health Action in partnership with Dr Alison Towns of Mt Albert Psychological Service received a research grant this year from the Alcohol Liquor Advisory Council (ALAC). The nine month qualitative study combines our interests in domestic violence prevention, alcohol related harm and gender. It is looking at the representation of masculinity and gender relations in beer advertising in New Zealand and considering whether these representations are problematic for domestic violence prevention. The study involves a literature review, a discourse analysis of over 50 beer advertisements of the most popular New Zealand beer brands, and interviews with key stakeholders. Stakeholders include academics, policy makers, alcohol and advertising industry representatives, and those working in alcohol harm reduction.

### **The research questions are:**

- *How are masculinity and gender relations portrayed in alcohol advertisements that target young men?*
- *Are there parallels between the masculinities portrayed in these advertisements and those that are problematic for domestic violence and alcohol related harm prevention?*
- *How is intimacy or how are intimate relationships portrayed in alcohol advertisements?*
- *Are the portrayals of gender and intimacy in these advertisements problematic for domestic violence and alcohol related harm prevention?*

Analysis and write up were underway at the end of this annual reporting period with the study due to be completed by August 2011. This year we have also continued to be an active member of the Auckland Coalition for the Safety of Women and Children. We have sought opportunities to have violence against women recognised as a major women's health issue in New Zealand. We have provided advice to the Ministry of Health in its review of the Family Violence Screening Programme in the health sector.

## **Women's Human Rights and CEDAW**

Both New Zealand's periodic reporting to the United Nations on the Convention on the Elimination of Discrimination Against Women (CEDAW), and the Human Rights Commission's periodic Review of Human Rights in New Zealand have been underway this year.

Women's Health Action has consulted with the Human Rights Commission and provided written submissions on the right to health and women's human rights chapters of the review. We have helped to coordinate and attended several CEDAW community consultation meetings along with Auckland Women's Centre, National Council of Women and Pacific Women's Watch. Based on these meetings, and our own research and analysis, we have prepared a 'Women's Health and Human Rights in New Zealand' briefing paper. This will be incorporated into the National Council of Women and Pacific Women's Watch's CEDAW shadow reports.

Women's Health Action is concerned about a number of issues for New Zealand women from a human rights perspective. We remain concerned about the status of abortion in New Zealand law and how this compromises women's reproductive rights. The gaps and inconsistencies in sexuality education and sexual health services also pose a risk to women's sexual and reproductive rights. The inequalities in health service access and health outcomes for Maori, women of other ethnicities, disabled women, and lesbian, bisexual, queer and trans women are an on-going concern. We are also concerned about the undermining of breastfeeding in employment legislation; proposed welfare reform; and weight and size based discrimination experienced by women in employment.

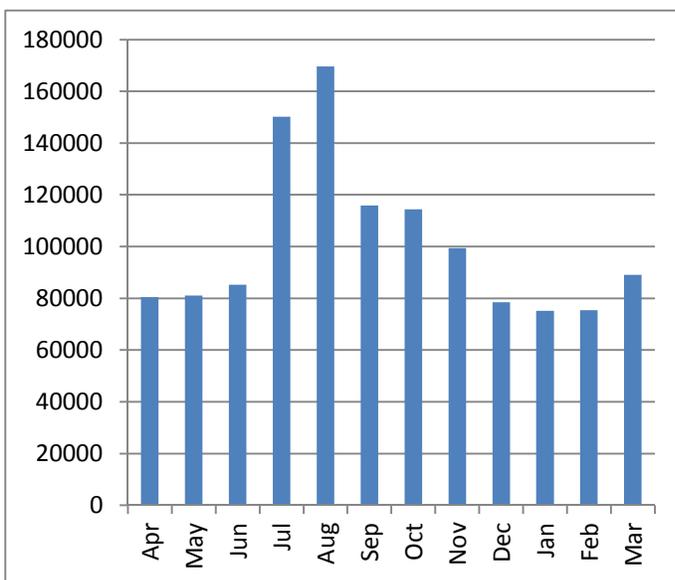
## Breastfeeding promotion and advocacy

### Women's Health Information Services

This year we have increased access to our information by creating a Facebook page which is well supported. This compliments our website and hard copy resources. The Facebook page serves as a useful way to communicate the latest events and information we load onto our website. It also allows us to share our services with a group of people who may not otherwise access our website.

Below is an overview of our health information activity over the past year.

#### Website hits



140 **information packs** were distributed during the year and 12,700 **information pamphlets**.

New or updated packs include:

- Mirena
- Jadelle
- Vaginal Health
- Obesity and health
- Gardasil

Most frequently accessed **website** pages:

- The Big Latch On
- Coming off HRT
- Overcoming vaginal thrush
- Birth control
- Ordering resources
- The Cartwright Inquiry

5 editions of **Women's Health Update** were published and distributed during the 2010/11 year. Articles included:

- Meeting young women's HPV information needs
- Managing breastfeeding and work
- Developments underway for improved eating disorders in the Northern region
- Shrinking away: what does publicly funded bariatric surgery mean for women's health
- The Big Latch On
- New publicly funded contraceptive available for NZ women
- World breastfeeding week
- Census of women's participation
- Obese women are at risk of stigma and discrimination in maternity care
- Ensuring consumer voice in IT revolution



Women's Health Action is committed to protecting, promoting and supporting breastfeeding. Optimal infant and young child feeding practices rank among the most effective interventions to improve child health. The protection, promotion and support of breastfeeding through breastfeeding interventions provide the opportunity to contribute to efforts to improve the long-term health of the population and reduce health inequalities between population groups. Women's Health Action has strong collaborative relationships working with a range of Māori and Pacific health providers, DHBs, health professionals, government

agencies, councils and many other organisations to ensure that our approaches are culturally appropriate, responsive to communities' needs and support and strengthen existing initiatives.

Women's Health Action protects, promotes and supports breastfeeding in a number of ways:

- We collaborated with local well child providers to support community programmes with an influence on breastfeeding, particularly among Māori and Pacific peoples and other high need groups. For example, WHA, in collaboration with Te Oranga Te Runanga o Te Rarawa, produced an informational pamphlet on Breastfeeding and Working targeted at Northland employers.
- We continued our strong collaborative relationships with effective Māori health providers working together to reduce health inequalities and progress Whānau Ora.
- We supported and facilitated development of breastfeeding peer support group(s) with a particular focus on young parents.
- We promoted workforce development through presentations to undergraduate health practitioner education programmes e.g. Bachelor of Midwifery students and School of Population Health. We also presented or had informational stands at appropriate conferences such as the New Zealand College of Midwives conference and the Human Resources Institute of New Zealand expo.
- We encouraged and contributed to research, policies and media activities that support breastfeeding, and discouraged those that inhibit breastfeeding.
- We promoted breastfeeding friendly public health policy and supportive environments by encouraging workplaces and communities to support women to initiate and maintain breastfeeding.
- We assisted the Ministry of Health in the development and implementation of national breastfeeding social marketing campaigns.

- We worked with a range of organisations including DHBs, health providers, government agencies and councils to try and ensure women receive consistent messages and information about breastfeeding.
- We provided information to support media messages and images that promote breastfeeding, particularly around World Breastfeeding Week, and other opportunities as they arise, to raise the profile of breastfeeding.



## Breastfeeding Friendly Workplaces



Returning to work is consistently reported as a barrier to breastfeeding. Women’s Health Action recognises that Breastfeeding is increasingly an issue for employers because of changing demographics and labour force participation patterns. Establishing a work environment supportive of breastfeeding by maternal employees can have direct bottom line benefits. We worked in collaboration with employers and employees to create a culturally aware environment that is supportive of, and responsive to, the increasing diversity of the workforce. During this period Womens Health Action launched a dedicated Breastfeeding Friendly Workplaces website <http://www.bfw.org.nz>. The BFW website is a comprehensive, free information resource which provides assistance to pregnant and breastfeeding women and employers. The website covers the benefits to employers, the importance of breastfeeding, the legislative requirements, frequently held myths about breastfeeding and work, steps to getting support, profiles of breastfeeding friendly workplaces, stories from women, among other topics.

We also promoted Breastfeeding friendly workplaces a number of other ways including:

- Working with employers to assist them with the development of breastfeeding friendly policies.
- **WHA breastfeeding friendly workplaces stand at the Human Resources Institute of NZ (HRINZ) expo.**
- Working with unions and worker organisations to promote breastfeeding friendly workplaces that support women when they return to work.
- Dissemination of over 550 Breastfeeding Friendly Employer Packs/breastfeeding promotional material to a wide range of employers and employer organisations.
- Presentations on breastfeeding with a focus on the Employment Relations (Breaks, Infant Feeding and Other Matters) Amendment Act.
- Targeted mail out to employers and employer organisations promoting Breastfeeding Friendly Workplace Certification and the [www.bfw.org.nz](http://www.bfw.org.nz) website.

## Breastfeeding resources and Information:

Women’s Health Action continued to produce and disseminate high quality breastfeeding promotional and informational resources. During this period we created new bilingual “Breastfeeding welcome – He waahi whangai u tenei” stickers and a new pamphlet “Just 10 Steps: Breastfeeding, the baby friendly way”. This pamphlet provided the ten steps of the Baby Friendly Hospital Initiative, ten steps toward creating breastfeeding friendly public places, and ten steps toward creating a breastfeeding friendly workplace. Both these new resources have been very popular.



During this period we have provided the following number of resources to a wide range of community groups, consumers and health care professionals.

- 3052 Breastfeeding Posters
- 2826 Just 10 Steps: Breastfeeding, the baby friendly way
- 381 Code Watchers Pocket Flyers
- 541 How supportive of breastfeeding are you? Quiz

## Metro Auckland Breastfeeding Network

To help achieve effective collaboration WHA established and continues to chair the Auckland Breastfeeding Network (ABN). The group meets on a monthly basis and is comprised of health professionals, consumers and representatives from stakeholder organisations. The group focuses on ongoing and emerging issues for breastfeeding and child health by developing key short and longer term priorities to address locally and nationally. There has been increasing interest in the group, including in this period.

The group now has 93 members, including but not limited to representatives from:

Auckland District Health Board, Waitemata District Health Board, Counties Manukau District Health Board, Northern DHB Support Agency, Lactation Consultants, Midwives, BFHI coordinators, Ngati Whatua Orakei Health, TAHA Well Pacific Mother and Infant Service, West Fono, Parents Centres, New Zealand College of Midwives, Turuki Health Care, SUDI Referral Advisor, Plunket, Te Oranga, Te Runanga o Te Rarawa, Māori SIDS, Birthcare, THRIVE Teen Parent Project, Tongan Nurses Association, AUT, Community Breastfeeding Support Team (Auckland DHB area), Auckland Women's Centre, Maternity Services Consumer Council, Plunket & La Leche League.

The Auckland Breastfeeding Networks core functions are to provide:

- Diversity of perspectives and people from different backgrounds getting together e.g. health professionals, consumer advocates, breastfeeding advocates
- Collaboration of services and ideas for local projects
- Policy level discussions around breastfeeding and breastmilk substitutes
- Support/encouragement/motivation from other members
- Generate ideas and enthusiasm
- Support/encouragement/motivation Manaakitanga (elevation of the personal qualities of others with whom we have a relationship)
- Region wide updates (from outside each organisation's locality) – what is working and what isn't
- Sharing information, mutual education, enrichment
- Consistency of message – avoid conflicting information
- Raising awareness of benefits of breastfeeding with frontline health professionals

### **Other breastfeeding activities during this period focussed on;**

- Monitoring marketing of infant/follow on formula
- Sudden Unexpected Death in Infancy (SUDI) prevention
- Breastfeeding Guidelines for Early Childhood Education
- Baby Friendly Hospital Initiative (BFHI),
- Breastfeeding in public
- WHO growth charts
- Wahakura/safe sleeping
- Allergy awareness
- Drug use and breastfeeding
- Health workers' Code compliance
- Teen parenting support
- Infant feeding in emergencies
- Breastfeeding Community Initiative (BFCI)
- Post partum breastfeeding support
- Low literacy breastfeeding resource

