



Just 10 Steps

Breastfeeding The Baby Friendly Way



What to expect from your birthing unit or hospital

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

You can expect:

1. To hold your new baby against your skin soon after birth.
2. Staff to support and help with your first feed without interference or hurrying you.
3. To be encouraged to feed your baby whenever they show feeding signs or cues.
4. A trained staff member to be available to help with feeds while you are in hospital.
5. That if your baby needs medical procedures, you will be invited to be with your baby. Normally, your baby will be with you at all times.
6. Staff to ask your permission before feeding your baby with anything but your breastmilk. This includes infant formula and donor milk.
7. A high standard of care if you cannot or choose not to breastfeed. This includes being given one on one information on the safe handling and preparation of formula and potential risks.
8. To be shown how to hand-express breastmilk and be given written information.
9. That staff will recommend you avoid bottles, dummies and teats while your baby is learning to breastfeed, as they can make it difficult to breastfeed successfully.
10. That you will be given a list of telephone numbers for services that can provide help and support after you leave hospital.

Mum to mum tips

We asked breastfeeding women throughout Aotearoa New Zealand for their top tips for other breastfeeding women. 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. It helps to remember that newborn babies' tummies are tiny (like the size of a marble). They only need very small amounts of colostrum for the first 48 hours. Talk to your LMC if you are worried.
3. It is normal for your baby to feed more often during hungry times and growth spurts (often around 2, 4, 6 and 12 weeks).
4. The more milk the baby takes, the more milk you make. Try to respond to your baby's feeding cues rather than feeding by the clock.
5. Surrounding yourself with other women who are breastfeeding can be the best support network.



Helpful links

Pregnancy information and support:

- Ministry of Health: <http://www.health.govt.nz/your-health/services-and-support/health-care-services/maternity-services/your-lead-maternity-carer>
- Find your midwife: www.findyourmidwife.co.nz

For practical breastfeeding support and advice

- Breastfeeding New Zealand / Ministry of Health: www.health.govt.nz or www.breastfeeding.org.nz and <https://www.facebook.com/breastfeedingnz>
- La Leche League: www.lalecheleague.org.nz
- Lactation Consultant: www.nzlca.org.nz
- Women's Health Action: www.womens-health.org.nz
- HealthLine: 0800 611 116
- Plunket Line: 0800 933 922

Breastfeeding and working

- Breastfeeding Friendly Workplaces www.bfw.org.nz
- Ministry of Business, Innovation and Employment <http://www.dol.govt.nz/er/holidaysandleave/parentalleave/infantfeeding/breastfeeding.pdf>
- Baby Friendly Hospital Initiative www.babyfriendly.org.nz/nzba/

Breastfeeding friendly public spaces

Breastfeeding is the perfect way to feed your 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 mums 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 your baby in most baby slings and carriers.



In a breastfeeding friendly space:

You can expect:

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

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

Returning 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 your baby with you? Will you express at work? Will someone bring your baby 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 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 private and comfortable space for breastfeeding and / or expressing and designated refrigerated space to store breastmilk.

