

REPORT ON REPRESENTATION OF NZCOM
(AUCKLAND REGION)
ON NORTHERN BREASTFEEDING NETWORK

Meetings of the Northern Breastfeeding Network are held monthly.

Groups regularly represented include Women's Health Action, La Leche League, Turuki Healthcare B4Baby, NZLCA, Te Rito Ora, Hāpai Te Hauora, and NZCOM (Auckland Region).

Key issues addressed included:

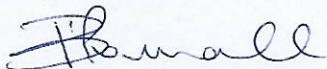
- Communication with lactation service providers across the region
- Greater understanding of what breastfeeding advocates and peer counsellors are providing across Auckland/Tāmaki Makaurau
- Support for a national Breastfeeding Network Coalition (or similar)
- Support for a revised National Breastfeeding Strategy (underway)
- Stalls/presence at other entertainment/celebration venues
- Big-Latch-On
- World Breastfeeding Week activities (first week of August every year)
- WHO Code issues
- Contributing to submissions and requests for feedback
- Contributing to and celebrating the release of the new SUDI prevention on-line video developed by Hāpai Te Hauora.

Specific to NZCOM Auckland Region, concern was raised about whether midwives (and other health professionals) are sufficiently prepared in their undergraduate programme to provide the breastfeeding support required in busy secondary and tertiary facilities, especially with high acuities, multiple complexities, and inadequate staffing. Concern was also raised that annual breastfeeding education is no longer a mandatory requirement for midwives to maintain their APC post- registration. Discussion continues.

Whilst providing the Executive Officer role at WHA, Isis McKay, past NZCOM Auckland committee member still maintains a central role in all that the NBN does.

All NZCOM members are welcome to attend meetings or to join the email group through WHA and receive communication that way.

I am happy to continue to represent NZCOM Auckland Region on this group.



Bev Pownall
RM, IBCLC.