Breastfeeding Friendly Pharmacies in Otago and Southland

Pharmacists are often the most accessible medication expert for breastfeeding women and it is known that they are frequently asked for breastfeeding-related advice due to their highly visible role in the community.

Unfortunately, many women cease breastfeeding unnecessarily due to fear of harm from drugs being excreted into breastmilk, and pharmacists are in the prime position to help women to continue to breastfeed even if they need to take medications. Unnecessary cessation of breastfeeding not only deprives a child of the best conditions for health and nutrition, but may negatively affect the psychological wellbeing of the mother.

To become a Breastfeeding Friendly Pharmacy in Otago and Southland, a pharmacy has to:

- Adopt and implement workplace policies to ensure staff protect, promote and support breastfeeding
- Put signage on display encouraging women and whānau to tell pharmacy staff they are pregnant or breastfeeding
- Have staff who complete breastfeeding professional development
- Promote community breastfeeding services.

Check out our recent publication in the Australian & New Zealand Journal of Public Health

To keep up with the digital world the content of the quarterly newsletter will now be shared in a more timely manner and will be incorporated into the ANA eUpdate sent directly to your inbox by email fortnightly.

ANA is grateful to the over 150 people who completed the survey and congratulates Gaynor Omeri from Hillmorton High School who won the Nadia Lim Cookbook.

ANA Survey Results

Results of the 2017 ANA website, eUpdate and quarterly newsletter survey indicate these three items are important tools for the physical activity and nutrition workforce in New Zealand.

- 66% report the website meets the needs of the nutrition and physical activity public health sector
- 91% read the eUpdate most of the time
- 60% report the eUpdate and newsletter provide new knowledge and useful information