

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.



Shweta Prasad, one of the directors at Green Island Boutique Pharmacy in Dunedin

The health promotion team at WellSouth has been working on a Breastfeeding Friendly Pharmacy project, a settings-based approach to cultivating pharmacies as a community environment supportive of breastfeeding. This approach accords with the complexity of promoting breastfeeding practices, as it shifts the gaze away from the individual to the need for intervention into social and organisational systems if sustainable health-promoting change in the community is to occur. 45 pharmacies have signed up to the project and are on their way to becoming accredited.

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**

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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.

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.



88% report the website meets the needs of the nutrition and physical activity public health sector



91% read the eUpdate most of the time



88% report the eUpdate and newsletter provide new knowledge and useful information