

Mothers Matter

ANA Forum: Christchurch

Healthy Children Flourishing by Eating Well and Moving More.



Christchurch

23.3.18

Jane Cartwright

EO NZBA

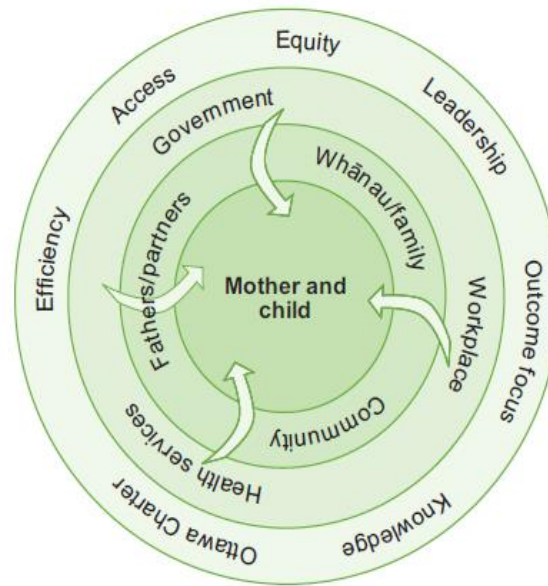


Improving breastfeeding rates in New Zealand

Breastfeeding- The health message
is not enough!

Mother and Child Centred Approaches

Aotearoa New Zealand is a country in which breastfeeding is valued, protected, promoted and supported by the whole of society

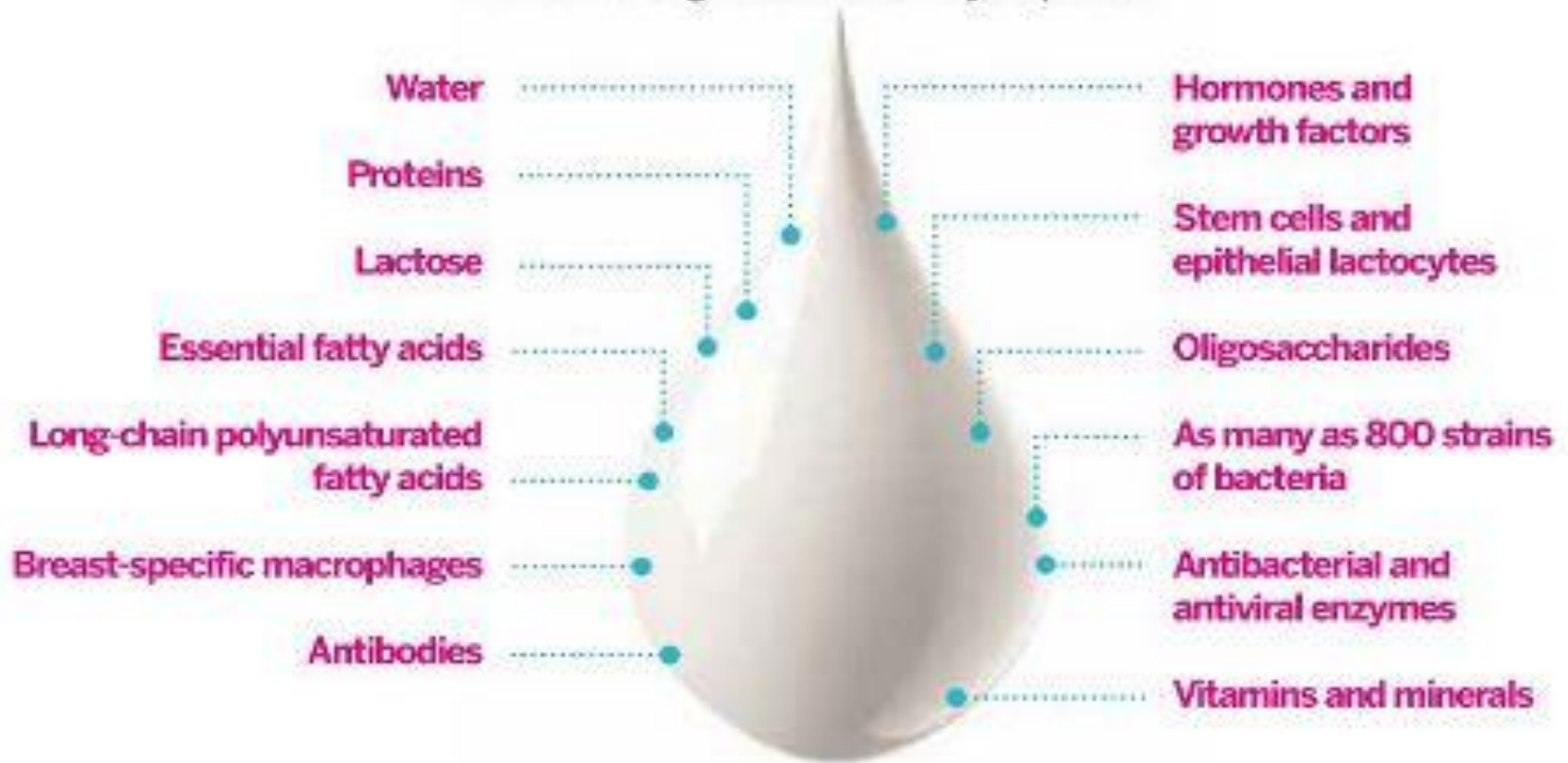


Mothers/Families Perspectives and the Baby Friendly Initiatives

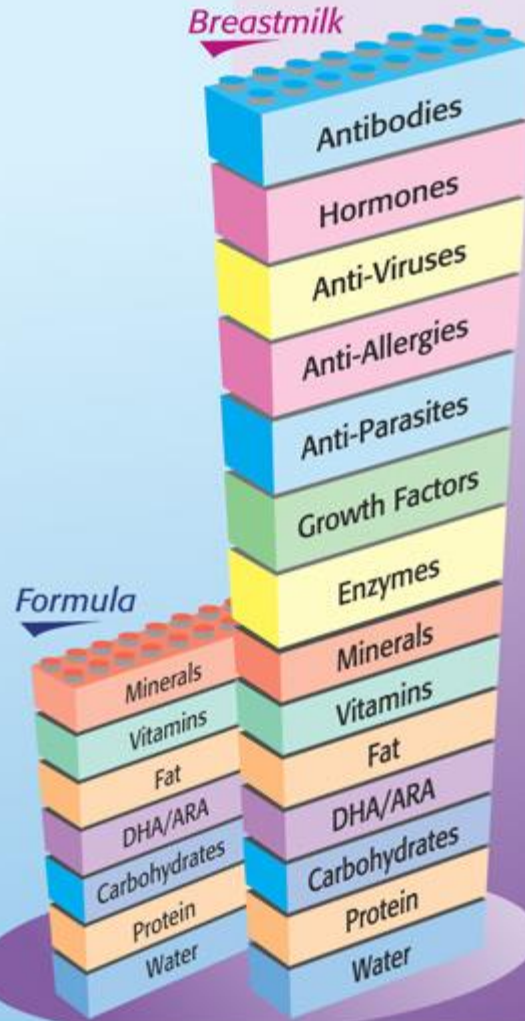


A drop of the good stuff

The composition of breast milk changes as the baby grows – here are just some of the ingredients that may be present



Breastmilk has **more** of
the good things babies need



Mothers' Perspectives -the Baby Friendly initiatives?

“So what”

“What’s that ?”

Baby Friendly Initiatives Create and Sustain

Environments and systems that support mothers and babies to breastfeed and do not demonise those mothers and babies who do not

The mummy wars

NORTH & SOUTH

IS BREAST *ALWAYS* BEST?

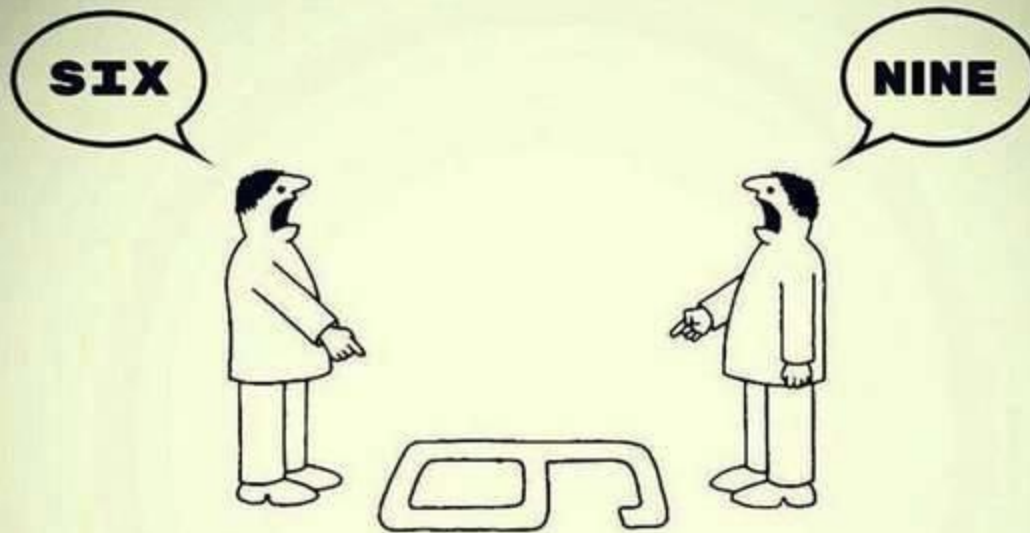
On the frontlines of the
bottle vs breast battleground



WAS
HITLER
A JUNKIE?

AS WE
LAY
DYING

TRAVEL
SPECIAL



Just because you are right,
does not mean, I am wrong.
You just haven't seen life
from my side.



**“Take care of
our children.
Take care of
what they
hear, take care
of what they
see, take care
of what they
feel. For how
the children
grow, so will be
the shape of
Aotearoa.”**

*Dame Whina Cooper
Photographer: John
Stone*

**Breastfeeding
journeys are
special,
however
long
or short,
and worth
every
moment**

With thanks to our local mums.

The Breastfeeding Advisory Team on 01202 443062

Xxxx August 2018

WORLD BREASTFEEDING WEEK 2018 • SPECIAL ANNOUNCEMENT



In a world filled with inequality, crises and poverty, breastfeeding is the foundation of lifelong good health for babies and mothers. We are excited to announce the slogan of World Breastfeeding Week (WBW) 2018:

BREASTFEEDING: Foundation of Life

Breastfeeding prevents hunger and malnutrition in all its forms and ensures food security for babies, even in times of crises. With no additional burden on household income, breastfeeding is a low-cost way of feeding babies and contributes to poverty reduction. Nutrition, food security and poverty reduction are fundamental to achieving the United Nation's Sustainable Development Goals.

Objectives of #WBW2018



INFORM

people about how breastfeeding is linked to nutrition, food security and poverty reduction



ANCHOR

breastfeeding within the nutrition, food security and poverty reduction agenda



ENGAGE

with individuals/ organisations working on these issues



GALVANISE

action to advance breastfeeding as part of nutrition, food security and poverty reduction strategies

We all have an important role to play in ensuring the growth, development and survival of children around the world.

Stay connected for more updates on <http://worldbreastfeedingweek.org>

Kia u , kia mau, kia ita –
Grasp on to all that is good