

<b>Title</b>	<b>Describe the benefits of breastfeeding, available support services, and Baby Friendly Initiatives</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	People credited with this unit standard are able to clearly describe: breastfeeding as the norm in infant feeding; the support services available to breastfeeding mothers and their family/whānau, the underlying principles, scope, and goals of the WHO/UNICEF Baby Friendly Initiatives (BFI), and WHO International Code of Marketing Breast-Milk substitutes.
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<b>Classification</b>	Health, Disability, and Aged Support > Whānau Ora and Community Support
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<b>Available grade</b>	Achieved
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This unit standard is primarily intended for hospital-based or community-based carers supporting mothers with newborn babies under the supervision of a registered health professional.

### Guidance information

- 1 Codes relevant to this unit standard are:
  - Ministry of Health. (2007). *Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand*. Wellington: Ministry of Health. Available at: <https://www.health.govt.nz/publication/implementing-and-monitoring-international-code-marketing-breast-milk-substitutes-nz-code-nz>
  - Health and Disability Commissioner (Code of Health and Disability Services Consumers' Rights) Regulations 1996.
- 2 New Zealand Standards relevant to this unit standard include:
  - NZS 8134.0:2008 Health and disability services Standards – Health and disability services (general) Standard;
  - NZS 8134.1:2008 Health and disability services Standards – Health and disability services (core) Standards;
  - NZS 8134.3:2008 Health and disability services Standards – Health and disability services (infection prevention and control) Standards;
  - NZS 8158:2003 Home and Community Support Sector Standard.
 All standards are available from <https://www.standards.co.nz>
- 3 References:
  - Ministry of Health. (2007). *Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand*. Wellington: Ministry of Health. Available at:

<https://www.health.govt.nz/publication/implementing-and-monitoring-international-code-marketing-breast-milk-substitutes-nz-code-nz>

- World Health Organization (WHO). (1981). *International Code of Marketing of Breast-milk Substitutes*. Geneva: WHO. Available at: <https://www.who.int/nutrition/publications/infantfeeding/9241541601/en/>

#### 4 Definitions:

- *Baby Friendly Initiatives* (BFI) refer to the WHO and UNICEF Baby Friendly Hospital Initiative (BFHI) and Baby Friendly Community Initiative (BFCI). From 2020, these are presented in a single document titled '*Baby Friendly Aotearoa 2020*'.
- *BFHI* refers to the Baby Friendly Hospital Initiative, the World Health Organization's primary intervention strategy for strengthening the capacity of national health systems to protect and support breastfeeding. It promotes, protects, and supports breastfeeding by governmental embedment of 'The International Code'. This restricts the actions of infant formula manufacturing companies, alongside the education of all health workers in New Zealand hospitals who are in contact with pregnant or postnatal women through 'The Ten Steps to Successful Breastfeeding' programme, which protects, promotes and supports the initiation of breastfeeding.
- *BFCI* refers to the Baby Friendly Community Initiative adapted from the BFHI for specific application in the community. The BFCI is aimed at primary Health Care Workers in the community who continue backing up practices initiated by registered staff in protecting, promoting and supporting mothers with breastfeeding. It is also a WHO education programme ('The Seven Point Plan') which continues to protect, promote and support breastfeeding following discharge from hospital or following homebirth. For women who choose not to, or who are unable to breastfeed, Baby Friendly Initiatives and BFCI primary healthcare workers ensure that they are supported in their decision and provided with support and care.
- Both BFHI and the BFCI support Health Care Assistants to maintain those practises initiated by health professionals to promote, protect and support mothers with breastfeeding. They are available at: <https://www.babyfriendly.org.nz/>
- *Hospital-based* covers Health Care Assistants, Kai Awhina/Kai Manaaki and Māori or Pasifika Health Support Workers.
- *Community-based* may include Health Care Assistants, Kai Awhina/Kai Manaaki, Māori or Pasifika Health Care Workers providing breastfeeding support, working with teenage mothers, on the Marae, in prisons, or in specific healthcare settings such as Mental Health Respite Units, Mother and Baby Units, or Drug and Alcohol Units.
- *Promote breastfeeding* refers to promoting the benefits of breastfeeding as the normal way to feed infants to the broader health sector and community.
- *Protect breastfeeding* refers to a process that enables all women to make informed decisions about infant feeding, free from the influence of formula or related industry marketing practices; and whereby their right to breastfeed anytime, anywhere, is protected.
- *Support breastfeeding* refers to the process whereby women receive evidence-based information/advice from a Health Practitioner, who guides the Health Care Worker in her/his supportive work.

- *UNICEF* refers to United Nations Children’s Fund (formerly United Nations International Children’s Emergency Fund).

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## Outcomes and performance criteria

### Outcome 1

Describe the benefits of breastfeeding in context of it being the norm for infant feeding, the risks of not breastfeeding, and key advice given by health care professionals regarding breastfeeding.

Range may include but is not limited to - lifelong benefits to health for both mother and baby, lifelong development benefits for newborns, artificial feeding as being sub-optimal (e.g. reduced brain/gut development), risks of formula usage, sustainability, social and environmental benefits.

### Performance criteria

1.1 The benefits of breastfeeding are described for mothers, babies, family/whānau, the community, and the environment.

Range at least one benefit for each of mothers, babies, family/whānau, and the community.

1.2 The risks of not breastfeeding are described for mothers, babies, the community, and the environment.

Range at least one risk for each of mothers, babies, the community, and the environment.

1.3 Describe key breastfeeding advice given by health professionals.

Range colostrum volumes, feeding frequency, supply and demand, the impact of using formula on establishing and sustaining breastfeeding.

### Outcome 2

Describe the support services available to breastfeeding mothers and their family/whānau.

Range at least two of the following: Lead Maternity Carers, La Leche League, General Practitioner, Lactation Consultant, Plunket Society, Well Child/Tamariki Ora, peer support groups, PHO’s, and other community-based services.

### Performance criteria

2.1 Support services are described in terms of their role in assisting breastfeeding mothers and their family/whānau.

### Outcome 3

Describe the underlying principles, scope, and goals of the *WHO/UNICEF Baby Friendly Initiatives (BFI)* and the *WHO International Code of Marketing of Breast-Milk Substitutes* and subsequent resolutions.

#### Performance criteria

- 3.1 Describe Baby Friendly Initiatives in New Zealand hospitals and communities.  
Range history, application, working within boundaries.
- 3.2 The Baby Friendly Initiative is described in relation to women who choose not to, or who are unable to, breastfeed.
- 3.3 Describe the role of 'The Code' in protecting, promoting and supporting breastfeeding.
- 3.4 The goals of the BFHI and BFCI to protect, promote, and support breastfeeding is described in terms of *The Ten Steps to Successful Breastfeeding*, and 'The Code'.

<b>Planned review date</b>	31 December 2024
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 November 2010	31 December 2012
Revision	2	8 December 2011	31 December 2021
Revision	3	MM 2020	

<b>Consent and Moderation Requirements (CMR) reference</b>	0024
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This CMR can be accessed at <https://www.nzqa.govt.nz/framework/search/index.do>

#### Comments on this unit standard

Please contact Careerforce [info@careerforce.org.nz](mailto:info@careerforce.org.nz) if you wish to suggest changes to the content of this unit standard.