

Title	Describe information, interactions, and strategies to protect, promote, and support breastfeeding		
Level	3	Credits	3

Purpose	People credited with this unit standard are clearly able to describe: evidence-based information from the Ministry of Health (MoH) and New Zealand Breastfeeding Alliance (NZBA), how to build relationships with mothers and their family/whānau concerning breastfeeding, their role regarding the <i>International Code of Marketing of Breast-milk Substitutes</i> in New Zealand, and can demonstrate her/his specific work which supports breastfeeding in a hospital or in the community.
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Classification	Health, Disability, and Aged Support > Whānau Ora and Community Support
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Available grade	Achieved
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This unit standard is primarily intended for hospital or community-based Health Care Workers who support mothers with newborn babies under supervision of a registered health professional.

Guidance information

- 1 Legislation and codes relevant to this unit standard include but are not limited to:
 - Health and Disability Commissioner (Code of Health and Disability Services Consumers' Rights) Regulations 1996;
 - Health and Disability Services (Safety) Act 2001;
 - Human Rights Act 1993;
 - 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;
 - Privacy Act 1993.

- 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:

- *Approaches which aid* refers to ways which help the Health Care Workers to communicate effectively with the mother and her whānau/family.
- *Care of breastfeeding* refers to specific tasks set by Registered Health Practitioners and Health Care Workers who support women breastfeeding, within their scope. (These tasks may be specific to a job description or taught by the Primary Health Practitioner.)
- *Community-based* may include Health Care Assistants, Kai Awhina/Kai Manaaki, Pacifica health workers providing breastfeeding support, working with teenage mothers, on Marae, in prisons, or in specific healthcare settings such as Mental Health Respite Units, Mother and Baby Units, or Drug & Alcohol Units.
- *Facts about breastfeeding* is an awareness of basic breastfeeding knowledge within the scope of work, supervised by one or more Registered Health Practitioners.
- *Hospital-based* covers Health Care Assistants, Kai Awhina/Kai Manaaki and Maori or Pacifica Health Support Workers.
- *Promote breastfeeding* refers to promotion of breastfeeding being the normal way to feed a baby, and ensuring the mother is aware of her right to breastfeed anytime, anywhere, in New Zealand.
- *Protect breastfeeding* refers to understanding and responsibilities Health Care Workers have under 'The Code in New Zealand' regarding the influence of baby milk manufacturers' marketing practices.

Outcomes and performance criteria

Outcome 1

Describe the evidence-based information from the Ministry of Health (MoH) and New Zealand Breastfeeding Alliance (NZBA) that assists women and their family/whānau in making good choices about breastfeeding their babies.

Range includes, but is not limited to – the ability to speak positively about breastfeeding being the normal way to feed a baby, have knowledge of MoH and NZBA provision of free leaflets, posters, booklets, and websites for health workers and parents.

Performance criteria

- 1.1 The Health Care Worker can describe evidence-based information which aids understanding by women and their whānau/families of breastfeeding.

- 1.2 For their specific local area of work, or their specialised community-based unit, Health Care Workers can access written information such as breastfeeding guidelines and/or task lists appropriate to the needs of mothers and babies they support.

Outcome 2

Describe how to build relationships with mothers and their family/whānau concerning breastfeeding.

Performance criteria

- 2.1 Attitudes displayed towards mothers and their family/whānau are described in terms of respect for, and acknowledgement of, their culture, values, and beliefs.

Range may include, but is not limited to – respect towards mothers and their family/whānau with good understanding and acknowledgement of their culture, values, and beliefs; treating women irrespective of age or educational achievements with kindness, dignity and respect, with awareness of any privacy needs of the mother; evidence is required of a minimum of four attitudes.

- 2.2 Interpersonal skills used during interactions are described in terms of meeting the communication needs of mothers and their family/whānau.

Range may include, but is not limited to – listening, encouraging, using easily understood terms, interpretation of body language or arranging for a translator; parental decisions on the method of feeding their baby are respected; support is given irrespective of feeding method when required; evidence is required of four interpersonal skills.

Outcome 3

The Health Care Worker can describe her/his role regarding the *International Code of Marketing of Breast-milk Substitutes* in New Zealand.

Range knowledge of products which violate the *International Code of Marketing of Breast-milk Substitutes*.

Performance criteria

- 3.1 The Health Care Worker demonstrates an understanding of a protective role in ensuring new mothers and their whānau/family are not subjected to advertising from milk manufacturers.
- 3.2 The Health Care Worker can name tasks within their area of responsibility that support the *International Code of Marketing of Breast-milk Substitutes* in New Zealand.

Outcome 4

The Health Care Worker demonstrates her/his specific work which supports breastfeeding in a hospital or in the community.

Range tasks specific to the Health Care Worker's job description.

Performance criteria

- 4.1 The Health Care Worker demonstrates how to sterilise feeding equipment - including electronic breast pumps and their parts - and the ability to teach women and their whānau/family how to put equipment together ready for use.
- 4.2 The Health Care Worker demonstrates how to disinfect feeding equipment, and the ability to teach women and their whānau/family safe practice.
- 4.3 Referring to MoH advice, the Health Care Worker demonstrates safe sleep positioning of a baby and bed linen.
- 4.4 The Health Care Worker demonstrates parenting skills such as hygiene needs (nappy changing and bathing), burping techniques and how to settle babies using current evidence-based advice.

Planned review date	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	30 December 2021
Revision	2	MM 2020	

Consent and Moderation Requirements (CMR) reference	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 if you wish to suggest changes to the content of this unit standard.