



AUCKLAND DISTRICT HEALTH BOARD

Communications

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## ADHB Media Release

Date

### ADHB launches its first breastfeeding service directory

The Auckland District Health Board's (ADHB) first breastfeeding directory has been launched, to provide support and information to lead maternity carers (LMCs), other health practitioners and families with new babies.

The new resource has been welcomed by those working in this important area of healthcare, as it aims to assist mothers and families to achieve successful breastfeeding (and the many benefits it offers), through improved information about convenient, appropriate support services for themselves and their babies.

"This directory identifies where to find support and help through a service that is convenient to get to and can be tailored to support individual mums and their specific needs, including cultural considerations," says ADHB's Midwifery Leader, Ann Yates.

"LMCs and health workers do at times find it challenging knowing what current support services are available outside the hospital setting – particularly as there are so many. This directory lists something for everybody, catering to a diverse range of needs."

LMCs will have the added reassurance, according to Ms Yates, that the good work they have provided to women through the antenatal and postnatal period will continue for as long as the baby is breastfed.

"By being able to access services easily, any potential gaps around continuity of care and support for mothers should be reduced. For example, some mothers give up breastfeeding when they encounter what is often an easily remedied challenge because they're not always aware – in a timely way – of the level of support available to them."

While Auckland has a range of breastfeeding support services available (including classes, home visits, support groups and advice and information services), the diversity of these services can make it challenging to access information about them in one place.

"This is a concern for those involved in offering support to Auckland mothers. Like other parts of New Zealand, we are seeing a number of groups within the ADHB population – Maori, and Pacific and Asian groups – with breastfeeding rates below the Ministry of Health's target and the ADHB would like to do all it can to help

improve this,” says ADHB’s Healthy Eating Healthy Action (HEHA) Manager, Kate Sladden.

“To do this, we are reliant on the continuing dedicated work of LMCs and other health practitioners in the district and hope this directory provides them with another tool to assist in increasing referrals to services within mothers’ communities.”

Ms Sladden adds that the many organisations and associations listed in the directory have been extremely supportive of the initiative.

One of these organisations is the Community Breastfeeding Support Service (CBSS). CBSS Team Leader, Kay Morgan, says having the range of support services available in one user-friendly resource will help families and health practitioners access information easily.

“Often in the community this can be overwhelming to families and busy practitioners; increased awareness of services available will lead to more families benefitting from appropriate support when needed. It will be a valuable asset to breastfeeding promotion,” she says.

*>> The 2010 ADHB Breastfeeding Directory includes services in Avondale-Mt Roskill, Eastern Bays, Mt Eden-Mt Albert, Hobson, Tamaki-Maungakiekie, Western Bays, and Hauraki Gulf Islands.*

**ENDS**

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