

<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 can: describe the benefits of breastfeeding, the risks of not breastfeeding, and key advice given by health care professionals regarding breastfeeding; describe the support services available to breastfeeding mothers and caregivers and their family and whānau; and describe Baby Friendly Initiatives that support successful breastfeeding.
----------------	--

<b>Classification</b>	Health, Disability, and Aged Support > Whānau Ora and Community Support
-----------------------	---

<b>Available grade</b>	Achieved
------------------------	----------

---

### Guidance Information

- 1 This unit standard is primarily intended for hospital or community-based health care workers who support mothers and caregivers with newborn babies under the supervision of a registered health professional.
- 2 Codes relevant to this unit standard:
  - *Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand.*
  - Health and Disability Commissioner (Code of Health and Disability Services Consumers' Rights) Regulations 1996.
  - *The Code of Practice for Health Workers* (Health Workers' Code).
- 3 New Zealand Standard relevant to this unit standard:
  - NZS 8134:2021. *Ngā paerewa Health and disability services standard*, available from <https://www.standards.co.nz>.
- 4 References:
  - Code of Practice for Health Workers (2018) approved on 01 August 2018  
Retrieved from: <https://www.health.govt.nz/our-work/who-code-nz/code-practice-health-workers>.
  - New Zealand Breastfeeding Alliance (NZBA): *Baby Friendly Aotearoa*. (n.d.). *Protecting, supporting & promoting breastfeeding in New Zealand |Hāpaingia te whāngote ki Aotearoa*. Retrieved August 2022 from <https://www.health.govt.nz/our-work/life-stages/breastfeeding/national-breastfeeding-strategy-new-zealand-aotearoa-rautaki-whakamana-whangote/protecting-promoting-and-supporting-breastfeeding-new-zealand-hapaingia-te-whangote-ki-aotearoa>.

- Ministry of Health – Manatū Hauora. (2020). *National Breastfeeding Strategy for New Zealand Aotearoa | Rautaki Whakamana Whāngote*. Retrieved August 2022 from <https://www.health.govt.nz/our-work/life-stages/breastfeeding/national-breastfeeding-strategy-new-zealand-aotearoa-rautaki-whakamana-whangote>.
- World Health Organization (WHO). (n.d.). *Implementation guidance: protecting, promoting, and supporting breastfeeding in facilities providing maternity and newborn services: the revised Baby-friendly Hospital Initiative 2018*. Geneva: WHO. Retrieved August 2022 from <https://www.who.int/publications/i/item/9789241513807>.
- World Health Organization (WHO). (1981). *International Code of Marketing of Breast-milk Substitutes*. Geneva: WHO. Retrieved August 2022 from <https://www.who.int/publications/i/item/9241541601>.
- World Health Organization (WHO). (n.d.). *Ten steps to successful breastfeeding*. Geneva: WHO. Retrieved August 2022 from <https://www.who.int/activities/promoting-baby-friendly-hospitals/ten-steps-to-successful-breastfeeding>.

## 5 Definitions:

- *Baby Friendly Initiatives* refer to the WHO and UNICEF Baby Friendly Hospital Initiative (BFHI) and Baby Friendly Community Initiative (BFCI).
- *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 of Marketing of Breast-Milk Substitutes' (usually referred to simply as 'The 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 incorporates, The Seven Point Plan "for the protection, promotion and support of breastfeeding in the community". BFHI and the BFCI both support health care assistants to maintain those practises initiated by health professionals to promote, protect, and support mothers with breastfeeding. Information on both BFHI and BFCI is available at: <https://www.babyfriendly.org.nz/>.
- *Community-based* may include health care assistants, Kaiāwhina and Kaimanaaki workforces, Māori or Pacific Peoples 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.
- *Hospital-based* covers health care assistants, Kaiāwhina and Kaimanaaki workforces, and Māori or Pacific Peoples health support workers.
- *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 and advice from a health practitioner who guides the health care worker in their supportive work.
- The *Seven Point Plan* is an extension of the World Health Organization's Ten Steps to Successful Breastfeeding and the BFHI. This plan, developed by UNICEF UK, outlines a comprehensive support system at the community level where primary healthcare practitioners are encouraged to adopt practices that aim to protect, promote, and support mothers to initiate and continue breastfeeding.
- *UNICEF* refers to United Nations Children's Fund (formerly United Nations International Children's Emergency Fund).

---

## Outcomes and performance criteria

### Outcome 1

Describe the benefits of breastfeeding, 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, formula feeding, risks of use of infant formula, sustainability, social and environmental benefits.

### Performance criteria

1.1 The benefits of breastfeeding are described in context of it being the norm for infant feeding.

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

1.2 The risks of not breastfeeding are described.

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

1.3 Key breastfeeding advice given by healthcare professionals is described.

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 caregivers and their family and whānau.

Range Lead Maternity Carers, La Leche League, General Practitioner, Lactation Consultant, Whānau Āwhina Plunket, Well Child/Tamariki Ora, peer support groups, Primary Health Organisations, national organisations, other community-based services;  
minimum of two required.

**Performance criteria**

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

**Outcome 3**

Describe Baby Friendly Initiatives that support successful breastfeeding.

**Performance criteria**

3.1 Baby Friendly Initiatives in New Zealand hospitals and communities are described in accordance with the WHO/UNICEF Baby Friendly Initiative.

Range history, application, working within boundaries.

3.2 Baby Friendly Initiatives in relation to women and caregivers who are either unable to breastfeed or choose not to are described in accordance with the WHO *International Code of Marketing of Breast-Milk Substitutes* and subsequent resolutions.

3.3 The role of health care workers in protecting, promoting, and supporting breastfeeding is described in accordance with the WHO *International Code of Marketing of Breast-Milk Substitutes*.

3.4 The goals of the BFHI and BFCI to protect, promote, and support breastfeeding are described in terms of the *Ten Steps to Successful Breastfeeding* and the WHO *International Code of Marketing of Breast-Milk Substitutes*.

<b>Planned review date</b>	31 December 2025
----------------------------	------------------

**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 2022
Rollover and Revision	3	24 October 2019	31 December 2022
Review	4	24 September 2020	N/A
Revision	5	24 November 2022	N/A

**Consent and Moderation Requirements (CMR) reference**

0024

This CMR can be accessed at <https://www.nzqa.govt.nz/framework/search/index.do>

**Comments on this unit standard**

Please contact Toitū te Waiora Community, Health, Education and Social Services Workforce Development Council [qualifications@toitutewaiora.nz](mailto:qualifications@toitutewaiora.nz) if you wish to suggest changes to the content of this unit standard.