

Title	Describe information, interactions, and strategies that support breastfeeding, and demonstrate breastfeeding care		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to: describe information that assists women and their family and whānau in making good choices about breastfeeding their babies; describe interactions with mothers and their family and whānau concerning breastfeeding; describe how the International Code of Marketing of Breast-milk Substitutes in New Zealand applies to own role; and demonstrate tasks that support breastfeeding care in a hospital-based or community-based setting.
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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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Guidance Information

- 1 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.
- 2 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. Retrieved May 20, 2020 from <https://www.health.govt.nz/publication/implementing-and-monitoring-international-code-marketing-breast-milk-substitutes-nz-code-nz>;
 - Privacy Act 1993.
- 3 New Zealand Standards relevant to this unit standard:
 - NZS 8134.0:2008 *Health and disability services (general) Standard*;
 - NZS 8134.1:2008: *Health and disability services (core) Standards*;
 - NZS 8134.3:2008 *Health and disability services (infection prevention and control) Standards*;
 - NZS 8158:2012 *Home and Community Support Sector Standard*, available from <https://www.standards.co.nz>.

4 References:

- New Zealand Breastfeeding Alliance (NZBA): Baby Friendly Aotearoa. (n.d.) *Protecting, supporting & promoting breastfeeding in New Zealand*. Retrieved May 20, 2020 from <https://www.babyfriendly.org.nz/>.
- World Health Organization (WHO). (1981). *International Code of Marketing of Breast-milk Substitutes*. Geneva: WHO. Retrieved May 20, 2020 from <https://www.who.int/nutrition/publications/infantfeeding/9241541601/en/>.

5 Definitions:

- *Breastfeeding care* 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, Kaiāwhina and Kaimanaaki workforces, Pasifika 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.
- *Hospital-based* covers health care assistants, Kaiāwhina and Kaimanaaki workforces, and Maori or Pasifika health support workers.
- *Protective role* refers to understanding and responsibilities health care workers have under 'Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand' regarding the influence of baby milk manufacturers' marketing practices.

- 6 For assessment, the candidate must work within the remit of the employing organisation's policies and procedures, which includes – ethical codes, standards, and requirements of the organisation and any other organisations involved.

Outcomes and performance criteria

Outcome 1

Describe information that assists women and their family and whānau in making good choices about breastfeeding their babies.

Performance criteria

- 1.1 Information which aids understanding of breastfeeding by women and their family and whānau is described.

Range may include, but is not limited to – preferred milk, protections provided by breastfeeding, benefits of skin to skin contact; evidence is required of a minimum of two sets of information.

- 1.2 Breastfeeding publications appropriate to the needs of mothers and babies are described.

Range must be specific to own role; may include, but is not limited to – Ministry of Health and New Zealand Breastfeeding Alliance publications including leaflets, posters, booklets, and websites for health workers and parents; evidence is required of three publications.

Outcome 2

Describe interactions with mothers and their family and whānau concerning breastfeeding.

Performance criteria

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

Range attitudes may include, but are not limited to – culture, values, beliefs, kindness, dignity, respect; awareness of privacy needs; 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 and whānau.

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

Outcome 3

Describe how the International Code of Marketing of Breast-milk Substitutes in New Zealand applies to own role.

Performance criteria

3.1 The protective role that ensures new mothers and their family and whānau are not subjected to advertising from milk manufacturers is described.

3.2 Tasks within own area of responsibility that support the International Code of Marketing of Breast-milk Substitutes in New Zealand are described.

Outcome 4

Demonstrate tasks that support breastfeeding care in a hospital-based or community-based setting.

Performance criteria

4.1 Sterilisation of feeding equipment, and the ability to teach women and their family and whānau how to put equipment together ready for use, are demonstrated.

Range feeding equipment includes electronic breast pumps and their parts.

4.2 Disinfection of feeding equipment, and the ability to teach women and their family and whānau safe practice, are demonstrated.

4.3 Parenting skills such as hygiene needs, burping techniques, and how to settle babies using current evidence-based advice, are demonstrated.

Range hygiene needs include nappy changing and bathing.

Planned review date	31 December 2025
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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 2022
Rollover and Revision	2	24 October 2019	31 December 2022
Review	3	24 September 2020	N/A

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.