

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

Purpose	People credited with this unit standard can: describe information that assists women, caregivers, and their family and whānau in making good choices about breastfeeding their babies; describe interactions with mothers and caregivers and their family and whānau concerning breastfeeding; describe how <i>Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand</i> 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 and caregivers 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
 - *Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand*.
 - Privacy Act 2020.
- 3 New Zealand Standards relevant to this unit standard:
 - NZS 8134:2021. *Ngā paerewa Health and disability services standard*, available from <https://www.standards.co.nz>.
- 4 References:
 - Ministry of Health – Manatū Hauora. (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>.

- 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>.
- 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.babyfriendly.org.nz/>.
- 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>.

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, Pacific peoples 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 Māori or Pacific peoples 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, caregivers, 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 caregivers 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, caregivers, 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 caregivers and their family and whānau concerning breastfeeding.

Performance criteria

- 2.1 Attitudes towards mothers and caregivers 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 caregivers 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 the feeding method; evidence is required of four interpersonal skills.

Outcome 3

Describe how *Implementing and Monitoring the International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code in New Zealand* applies to own role.

Performance criteria

- 3.1 The protective role that ensures new mothers and caregivers 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 *Implementing and Monitoring International Code of Marketing of Breast-milk Substitutes in New Zealand: The Code 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
Revision	4	24 November 2022	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 Toitū te Waiora Community, Health, Education and Social Services Workforce Development Council qualifications@toitutewaiora.nz if you wish to suggest changes to the content of this unit standard.