

Breastfeeding: Increasing the flow through the Bay of Plenty

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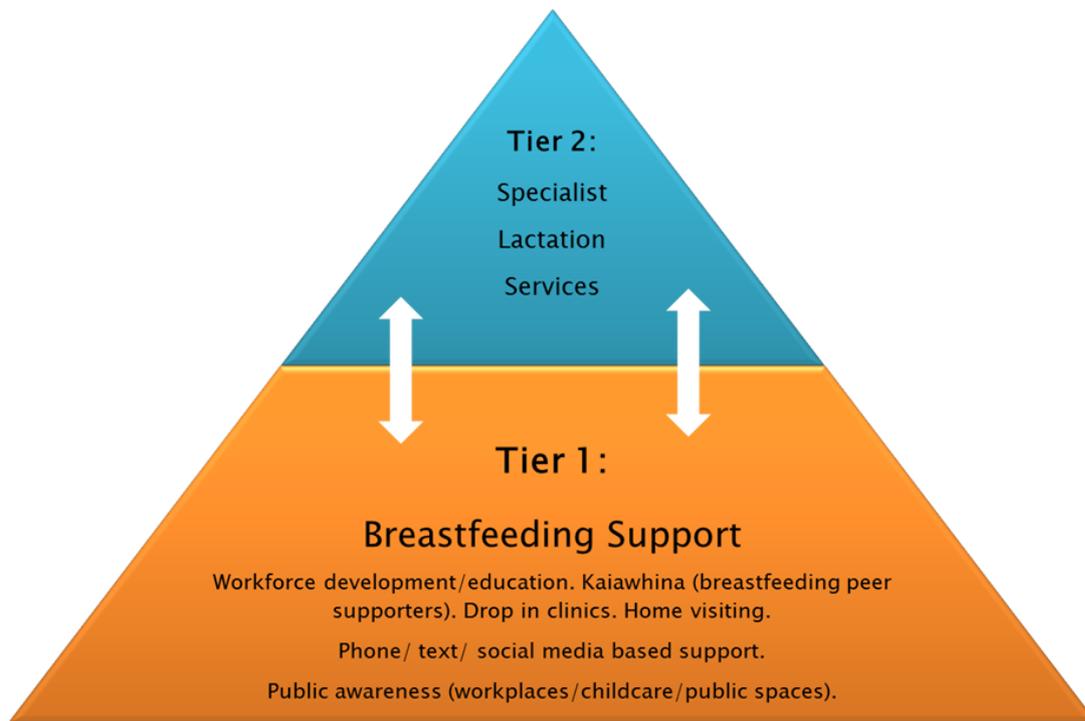
¹Bay of Plenty District Health Board

Building from the [Midland Breastfeeding Framework \(2017\)](#), which was developed collaboratively with stakeholders and the community in the five DHBs of the Midland DHB region, the Bay of Plenty District Health Board (BOPDHB) has taken a bold step towards increasing their breastfeeding rates.

As with NZ as a whole, the Bay of Plenty (BoP) has inequities in breastfeeding rates for Māori. Compared to national figures, the BoP has a higher Māori population. Māori make up 45% of infants (n=1416/ 3159) born in the BoP (Statistics NZ, year end June 2018). In the BoP, approximately 80% of mothers are exclusively breastfeeding at two weeks postnatal, with similar rates for Māori and non-Māori. However, by three months of age 50% of Māori infants were exclusively breastfed compared to 63.2% of non-Māori (Q2 2017/18). Over the past decade, the BoP has not seen any sustained positive trends for three months breastfeeding rates.

Collaboration was a core aspect in developing the integrated breastfeeding support service¹. Led by a diverse, multi-disciplinary advisory group that was set up as part of the BOPDHB First 1,000 days programme, a service stocktake and gap analysis showed the need for an integrated approach to improve breastfeeding rates, especially for Māori. Institute for Healthcare Improvement (IHI) methodology was used to facilitate this process. Consumer insight was gained through focus groups with Māori mothers, teenage mothers and whānau. Operational insight was gained through focus groups and expert interviews with relevant service providers and Lead Maternity Carers (LMCs). Local and international evidence of best practice initiatives and the recommendations in the Midland Breastfeeding Framework (2017) were also filtered in to form the business case that gained funding approval for the new service.

The outcome was the support for procurement of an integrated breastfeeding support service with two tiers that can address both the clinical and social barriers to breastfeeding. The new service is a mother, infant and whānau centred kaupapa Māori service.



¹ NOTE: currently in a procurement process, contract to be awarded in December 2018, to begin delivery in March 2019- initial service findings will be available by the conference date

Workshop outline:

I plan to put the Midland Breastfeeding Framework into live action, facilitating the workshop participants to complete a hypothetical or actual stocktake and gap analysis of services related to breastfeeding in the regions they come from. Once finding the service gaps we will workshop the steps it will take to resource and plan for services to be put in place. We will have a brainstorm session reflecting on what success may look like for measuring outcomes of an integrated breastfeeding service.

Workshop outcomes:

1. Increased knowledge of the key components in a breastfeeding support service
2. Practical support to measure the current status of services in the participants respective regions (if knowledge is lacking, participants will be supported to plan how they could find out this information, who and what to ask)
3. A chance to interactively develop a suite of measures for a breastfeeding service.