

Breastfeeding Stories Shared by Māori

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What do the old and new stories from Māori women and whanua tells us about how they want to feed their pēpi? The initiation of breastfeeding for Māori mothers and babies is high however Māori do not sustain these rates of breastfeeding.

Māori are a growing and significant part of NZ's infant population who historically had high rates of breastfeeding.

NZBA a strategy to connect 'Manaakitanga', advocate 'Mana Tiaki' and educate 'Whai Wāhitanga' requires working with iwi, Māori organisations, individuals, researchers and leaders.

Listening to their stories has formed the basis of a journey to improve our responsiveness to Māori as individuals, as NZBA, as advocates, as partners in research, as advocates, as leaders based on a collective understanding that:

'Rather than calling breastfeeding easy, we need to think about how we as a society can make breastfeeding easier for mothers. the best way of caring for a breastfed baby is to care for their mother. Feed her, love her, and support her by taking care of other stuff. .. do the housework, run errands, look after older children. The same goes for supporting women who are bottle feeding.'