

**ACTION NUTRITION AGENCY
CONFERENCE
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Ngā Korero

**Breastfeeding stories
shared by Māori**

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nō New Zealand Breastfeeding Alliance***





***Te Wai Ora
O Mama ki te Wai ū***

***Te Timatanga o Te Reo
Kei nga wai u o te whaea
Ko tou kahuwai a-rangi
Hei whakaruruhau
Ko koe hoki te hua
O te kakano I whakatohia
He tapu te tinana O te wahine
Na te mea
He whare tangata
he mea tika me whangai u
Ki a koe, e Pēpi
Hokia ki te Ukaipo
Ki te whaea
Ki te wai ora
O mama ki te wai ū***



***The beginning of language is at the breast of a Māma
Your Māma's positive caring influences and provides
shelter for you, the sacred seed that was nurtured within
her.***

***That is why her body is sacred, for it is in the womb
within where you were nurtured
It is only right that you get the life giving sustenance
from your Māma's breastmilk
Therefore return to the Nurturer
Embrace Māma, drink Māma's milk for it is life-giving
water.***

KO TE
NGAKAU O
TE WHAEA
HE WA
TONU ME
ANA
TAMARIKI



“....if health promotion messages were based on Māori realities then yes, I would have taken more notice”

“The use of pūrakau (Māori traditional stories) in breastfeeding promotion would make me sit up and listen”

‘...I felt like such a bad mother’.(Foase, 2018 p 21)

whanau are the first point of contact for women experiencing breastfeeding difficulties, therefore women strongly suggested that breastfeeding education and information needs to extend to the wider whānau” (Foase , 2018, p21)

WHAKAPAPA INFLUENCING EPIGENETICS



MATARIKI

A celebration of culture, language
& people




*Kia tū mai a Matariki kua kore e au te moe,
koe moe matatū te tangata.*

This is said of one who is wakeful at night.


- Being wakeful at night can be normal for pēpi
- Whānau play an important role singing waiata (songs) or oriori (lullabies) to calm pēpi and teach them about their culture and language

Enjoy your pēpi!



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<https://www.babyfriendly.org.nz/resource/responsiveness-to-maori>



NZBA Baby Friendly Aotearoa New Zealand

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Responsiveness to Māori

Te Whāriki

In response to requests for resources, education materials and advice on education on breastfeeding for Māori, NZBA provides a kete of resources, **Te Whāriki**, to support health professionals, consumers and others. Scroll down to find them at the end of this section.

Mauri ora ki a tatau katoa,

Te Rōpu Whakaruruhau, te rōpu Māori tohutohu i a NZBA mo ngā take Māori. I te wā tuatahi nei, i panuitia ana, ko ngā rauemi kua whakawātea mai ā "Te Whāriki".

References



Foaese A. (2019). Māori and Pasifika women's experiences of breastfeeding across the South Island. Consumer stories: quality improvement project. South Island Alliance.

Hirini Moko Mead (2003) Tikanga Māori: Living by Māori values. Wellington: Huia Publishers.