

Bay of Plenty District Health Board is committed to improving and protecting the health of the communities in the Bay of Plenty district.

Position Statement - Breastfeeding

Breast milk is the best first food for babies for optimal growth, development and health.

Bay of Plenty District Health Board recommends that mothers exclusively breastfeed their babies for the first six months and then continue to breastfeed along with the introduction of solid foods.

Bay of Plenty District Health Board is committed to fostering the development of environments that support health. Bay of Plenty District Health Board supports the normalisation of breastfeeding in public spaces, which will have a positive effect for breastfeeding mothers and their babies.

A woman has the right to breastfeed and is protected from discrimination for breastfeeding under the Human Rights Act 1993 and international law.

Bay of Plenty District Health Board advocates and supports the following:

- Increasing the number of breastfeeding friendly public spaces
- Normalising breastfeeding within public spaces
- Increasing access to quality health information of the benefits of breastfeeding
- Implementing the national breastfeeding guidelines

Bay of Plenty District Health Board recognises that some women are unable to breastfeed and recommends that they be supported and provided with information and advice on the best nutrition for the child.

References and further information

Ministry of Health (2008). *Food and Nutrition Guidelines for Healthy Infants and Toddlers (aged 0 – 2): A background paper (fourth Ed)*. Wellington: Ministry of Health.

Ministry of Health: <http://www.moh.govt.nz/breastfeeding>.

National Breastfeeding Advisory Committee of New Zealand (2009). *National Strategic Plan of Action for Breastfeeding 2008 – 2012: National Breastfeeding Advisory Committee of New Zealand's advice to the Director General of Health*. Wellington: Ministry of Health.

World Health Organisation: <http://www.who.int/topics/breastfeeding/en/>.

Adopted by: the Bay of Plenty District Health Board at its March 2017 meeting.

Review Date: 15 March 2020.

