



STEP THREE

ANTENATAL INFORMATION

Discuss the importance and management of breastfeeding with pregnant women and their families.

HIPANGA 3

Me matapaki te hira me te nui o te whakahaere i te whāngote ki ngā wāhine hapū me ō rātou whānau/family.

Review date: November 2023

The CDHB commits to adhering to and further incorporating the principles of Te Tiriti o Waitangi, outlined in the breastfeeding policy, at each review.

PURPOSE

To promote breastfeeding as the biological norm and ensure pregnant māmā and their whānau have the information available to make informed decisions about infant feeding.

RESPONSIBILITY

The breastfeeding policy and guidelines are applicable to all Canterbury District Health Board (CDHB) employees working within maternity facilities including visiting health professionals and students.

GUIDELINE

Māmā and whānau will be given opportunities to discuss their infant feeding choices during pregnancy, and be informed of the CDHB Breastfeeding Policy. Māmā and their whānau can be provided with the New Zealand Breastfeeding Alliance (NZBA) Pamphlet 'Being Baby Friendly' to support this.

All pregnant māmā and their whānau seen antenatally are to be given up-to-date information about the importance, and management of breastfeeding. The NZBA Breastfeeding Wheel, Mama Aroha Reference Cards provide topics and information which can be discussed during antenatal clinic appointments and antenatal inpatient admissions.

Where there are identified maternal risk factors that may impact breastfeeding, a referral pathway will be followed (in development).

Māmā and whānau who are identified as likely to have a NICU journey with their pēpi, should be orientated to the [Colostrum Collection Pack](#) (Ref.239786) antenatally.

Ideally, antenatal infant feeding information should be shared as part of an individualised discussion complimented by leaflets or other written information.



Positive conversations should include:

- The importance of exclusive breastfeeding for the first six months including health outcomes for māmā, pēpi and whānau
- The implications of giving a breastmilk substitute to a breastfeeding pēpi
- The importance of early skin-to-skin contact
- Early initiation of breastfeeding
- Rooming-in on a 24-hour basis, safe and unsafe sleeping practices
- Good positioning and attachment
- Responsive (cue-based or baby-led) feeding
- Breastfeeding frequency and how to initiate and maintain a good milk supply
- The implications of using pacifier (dummy), teats and bottles on the establishment of breastfeeding.
- The effect of drugs used in labour, on both the newborn and the initiation of breastfeeding.
- The effect of smoking on breastfeeding
- Appropriate use of antenatal colostrum harvesting
- How to access antenatal breastfeeding education
- Breastfeeding support services in the community

Any written information, including teaching materials, provided or displayed for pregnant wāhine, māmā and their whānau, should be accurate, effective, ethically and culturally appropriate, relevant to specific needs, free from promotion of breastmilk substitutes, bottles, teats and pacifiers and meet all other requirements of the WHO Code of Marketing of Breastmilk Substitutes and subsequent, relevant WHA resolutions as per [Guideline Step 1a](#) (GLB01A).

Providing information which equips pregnant māmā and their whānau to make informed decisions about exclusively breastfeeding for six complete months will increase the likelihood of breastfeeding being successful.

Routine antenatal breastfeeding education should not include group instruction on how to prepare a bottle of formula. This should be done on a one-to-one basis if requested by māmā and their whānau who wish to artificially feed, as per [Infant Feeding – Breastmilk Substitute/Infant Formula Policy](#) (Ref.6906)

AUDIT

Audit is crucial to ensuring high standards of care for māmā and pēpi.

Methods may include, interview of māmā and whānau (with consent) and review of breastfeeding resources available in the antenatal clinic.

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Step 3: Antenatal Information
Breastfeeding Guidelines
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