



# Western Bay of Plenty Breastfeeding Support Service

Plunket and DHB collaboration

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# Overview of the service

- ▶ 1 year in – growing workload – 0.8 fte
- ▶ Offering phone/clinic/home visits/classes
- ▶ Offering support to HCP's
- ▶ Approx 500 direct and 200 indirect contacts
- ▶ Universal and target
  - ▶ Maori ( 3 month target of 60% exclusive & fully)
  - ▶ 'hard to reach'
  - ▶ remote rural



# Key points



- ▶ Gaining traction with 3 month stats, especially for Maori
- ▶ Narratives suggest:
  - ▶ improving access makes a difference
  - ▶ Early intervention
  - ▶ Home visiting/holistic approach
  - ▶ Ripple effect with whanau/friends
  - ▶ practitioner confidence growing
  - ▶ Conversations matter
  - ▶ Maternal confidence

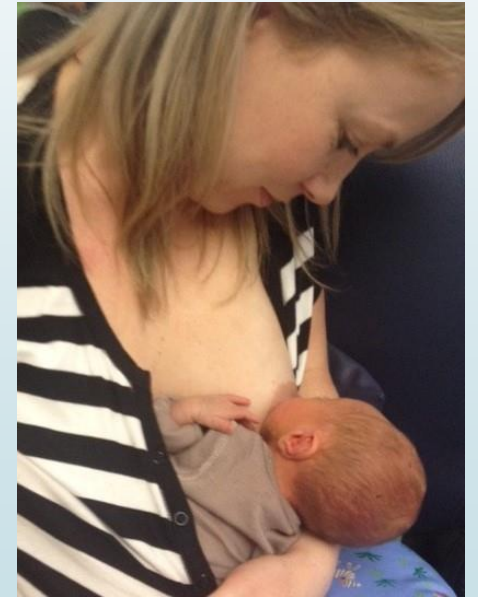
# Anticipated issues...

- Midwifery shortage will have an impact
- Increasing numbers of women with anxiety
- Increase in high need clients
- Positive and negative impacts of social media



# Coalition meetings - Ukaipo

- ▶ Funders, managers, DHB, smoke free and SUDI, antenatal educators, midwives, well child, public health, consumers, private practitioners, lactation consultants
- ▶ Working towards a collaborative approach
  - ▶ Shared vision
  - ▶ Improving equity
- ▶ Work plans for 2018

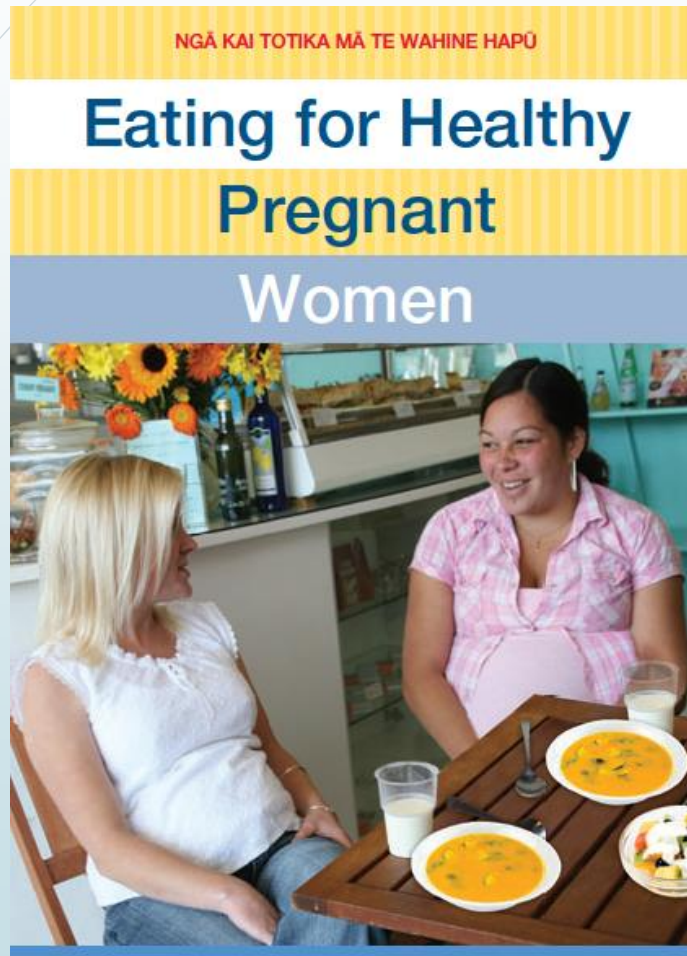


# Supplements while breastfeeding

Iodine and Vitamin D



# Ministry of health says.....



- Iodine supplementation should continue during breastfeeding
- Vit D supplementation should continue for those at risk of deficiency
- <https://www.health.govt.nz/your-health/pregnancy-and-kids/pregnancy/helpful-advice-during-pregnancy/folic-acid-iodine-and-vitamin-d>
- Low rates of uptake noted
- (35% from a recent survey of 500 women)



# Why is it important?

## Low Iodine

- ▶ Poor growth and development
- ▶ Thyroid disease
- ▶ goitre

## Low Vitamin D

- ▶ Rickets
- ▶ Weak bones – delays with walking, bowed legs
- ▶ Poor growth





# Solutions....



## Iodine

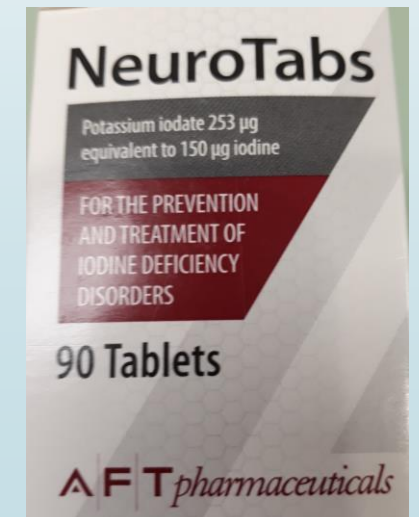
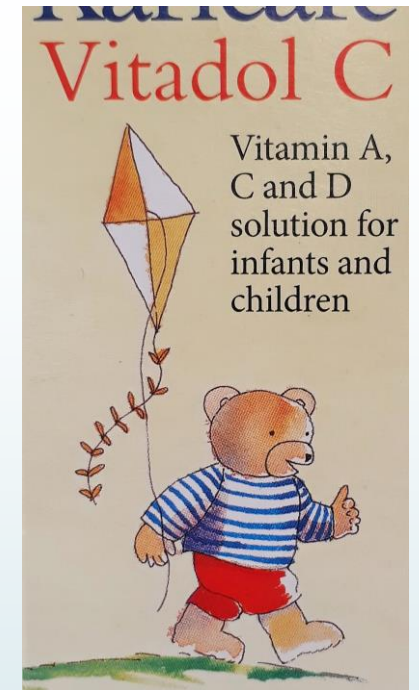
- ▶ Added to commercial breads
- ▶ Seafood and seaweed
- ▶ Milk and eggs
  
- ▶ Supplement during pregnancy and breastfeeding
- ▶ Especially for vegan and allergy elimination diets
- ▶ poverty

## Vitamin D

- ▶ Safe sunshine during pregnancy and infancy
- ▶ Fatty fish, eggs, dairy
  
- ▶ Screen during pregnancy
- ▶ Prescribe as necessary (cost a barrier)

# The Gaps.....

- Midwifery
  - Iodine prescribed for pregnancy
  - Undetermined for Vitamin D
  - Cost a barrier
- Well child
  - Not part of routine screening/advice
  - Premature infants covered from neonatal care
- General practice
  - Low levels of prescribing



# Where to from here...ideas

- ▶ Increased awareness
  - ▶ Will add into the app
- ▶ Change from client driven to practitioner driven
- ▶ Screening tool for vit D
- ▶ Checklist for Well child
- ▶ Links with GP at immunization times
- ▶ Affordable Vit D

