

National Strategic Plan of Action for Breastfeeding 2008-2012

Published by:

Ministry of Health

Country(ies):

New Zealand

Date:

2008

End date:

2012

Published year:

March 2009

Type of policy:

Nutrition policy, strategy or plan focusing on specific nutrition areas

National Strategic Plan of Action for Breastfeeding 2008-2012

Goals

Goals, objectives or targets related to nutrition:
Government

Objective 1.1(a): The Ministry of Health provides the leadership for breastfeeding strategy and policy.

Objective 1.2(a): The Ministry of Health continues to strengthen the accuracy and completeness of the existing dataset on breastfeeding.

Objective 1.3(a): Identification of New Zealand-specific breastfeeding research needs.

Objective 1.4(b) The Ministry of Health supports a programme of research into marketing of infant formula in New Zealand.

Objective 2.1(b): The Ministry of Health works with District Health Boards (DHBs) to assess and plan for improving access to ante-natal education.

Objective 2.2(b): Communities work with DHBs and other providers to establish new or support existing peer support programmes for breastfeeding.

Objective 2.3(a): the second phase of the national breastfeeding social marketing campaign promotes positive attitudes to breastfeeding in the community and public places.

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Health services

Objective 3.1(a): All DHBs achieve and maintain Baby Friendly Hospital accreditation.

Objective 3.2(b): DHBs are aware of and act on the breastfeeding support needs of their Māori, Pacific and other ethnic communities.

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Workplace childcare and early childhood education

Objective 4.1(a): The Ministry of Health continues to link with other agencies (for example the Families Commission, Department of Labour) to support the development of a policy framework for options for extending current paid parental leave entitlements.

M&E Indicators

M&E Indicators related to nutrition:

Improving breastfeeding rates in New Zealand (also among Māori): Measurable improvements in the rates and duration of breastfeeding

M&E Indicator types:

Outcome indicators

URL link:

<http://www.health.govt.nz/publication/national-strategic-plan-action-breastfeeding-2008-2012>

File upload:

 NZL 2009 National Strategic Plan of Action for Breastfeeding 2008-2012.pdf

Policy topics:

- Breastfeeding
- Baby-friendly Hospital Initiative (BFHI)
- Breastfeeding - Continued
- Breastfeeding - Exclusive 6 months
- International Code of Marketing of Breast-milk Substitutes
- Maternity protection
- Complementary feeding
- Breastfeeding promotion/counselling
- Promotion of exclusive breastfeeding for 6 months
- Media campaigns on healthy diets and nutrition
- Nutrition counselling on healthy diets
- Vulnerable groups

Partners in policy implementation

- Government
 - Education and research
 - Health
 - Labour
 - Other
 - Details:
more
Ministry of Education, Ministry of Health, Department of Labour, National Breastfeeding Advisory Committee of New Zealand

Links

[1]

<https://extranet.who.int/nutrition/gina/sites/default/filesstore/NZL%202009%20National%20Strategic%20Plan%20of%20Action%20for%20Breastfeeding%202008%2012.pdf>

