

PCPA News

Greetings to all

Peer Counsellor Programme Administrators

This is our first e-newsletter. It has had a long gestation but we hope that it will be the first of many which will further the work we are all doing to help mothers to breastfeed their babies and so improve the nation's health statistics.

Alison Stanton the Director of La Leche League NZ writes 'Breastfeeding peer support programmes need to be part of any Public Health Action Plan that is developed. Women and families need access to support their decision to breastfeed; to help them gain practice and pass on their knowledge to family, friends and successive generations. They form a vital part of the multi-faceted strategy to improve breastfeeding initiation and duration.'

So what will the e-newsletters contain. Most importantly, news about what YOU are doing in your communities – how you train and support breastfeeding peer counsellors or how you are using your breastfeeding knowledge in other ways. We will also be including news about breastfeeding research and excerpts from Mother-to-Mother support programmes in other parts of the world. At the same time we will be telling you of upcoming events which feature breastfeeding so that where possible, you will have the opportunity for professional development. There will also be a forum for you to share your challenges and successes via reports which I will be very happy to receive and respond to.

Mama & Pepe Hauora Programme Coordinator Taranaki DHB

PCPA: Julie Foley, Tui Ora Ltd –Julie started with Tui Ora in January 2012 as the Coordinator of this programme which is contracted to the Taranaki DHB. The terms of the contract stated that Julie would train a minimum of sixteen PCs before the end of that year, which she did. She used the LLLNZ 12-Module Curriculum and trained eight women in North Taranaki over 10 weeks (three hours per week). Another group of eight women trained in South Taranaki over nine weeks (four hours per session). Of the 16 women trained, 11 identify as Maori and five as NZ European. All the women have young children and have contact with mothers and babies in their communities – one was a Kohanga Reo worker.



Inside this issue

Breastfeeding Works2
The Breast Room2
West Coast Mum4Mum3
Capital and Coast.....	...3
Cromwell, Queenstown.....	...4

Upcoming Events

- LLLNZ Conference 2014
- E Hoki To Ukaipo Wananga 2014

South Canterbury Peer Counsellor Programme “Breastfeeding Works”



Anna Clare has been busy with a focus on strengthening each outlying PC group in Waimate, Geraldine, Timaru, Fairlie and Twizel. Waimate has twelve new PCs of whom three are Asian. More resources for the PCPA and PCs have been provided by Plunket.

Social media: Facebook following continues to grow as women ask to be added to the “Breastfeeding Works” page. There are 152 on this page with a further 43 women following “Breastfeeding Works” on the young parents’ page.

No of PCs trained: 16
Number of support groups: 5
(with Mount Cook soon to start)
Ethnicity: Maori 3, Pacific 2, European 27, Asian 3
No of contacts (July – Dec 2013): 161

Funded by: Plunket

PCPA: Anna Claire Hargest-Slade

‘The Breast Room received a special commendation in the Trustpower Community 2014 Health and Wellbeing Award’

LLLNZ Membership

Remember to renew your Professional Supporting Membership

Keep up to date with LLLNZ events and receive Aroha Magazine.

<http://llnzshop.org.nz/membership>

The Breast Room—Southern PHO

PCPA – Denise Ives

Denise reports that things are going well. She provides extra training for active PCs to keep their enthusiasm up and to improve confidence. Mothers who attend ante-natal breastfeeding class are automatically linked up with Peer Supporters. The peer supporters are more confident in making initial contact and the mothers are then coming back to peer supporters for help once their babies are born.

Denise has introduced a Code of Ethics for Peer Supporters.

The Breast Room has a steady stream of clients – mothers, fathers and grandparents- and may be able to open for a third morning each week if Peer Supporters are available. Eight new Peer Supporters have been trained in the first quarter of 2014.

Total number of women supported in the last quarter of 2013	363
Total number of contacts in that same time period	544

A further group of Peer Supporters has recently been trained so this will bring the total to over 40 trained in Dunedin. A small group of Dunedin Peer Supporters is starting a support group in Port Chalmers and a couple are helping Midwives on Main Street in Mosgiel.

At a recent civic ceremony in Dunedin, The Breast Room received a special commendation in the Trustpower Community 2014 Health and Wellbeing Award, presented to Denise by the Mayor.



We would love photos of the your PCs or a PCP in action

This photo from PCP Website: www.pcp.org.nz

West Coast Primary Health Organisation ‘Mum4Mum’

PCPAs Raewyn Johnson and Nicola Harris

During 2013 two Mum4Mum PC Programmes were facilitated by Raewyn in the Buller District. One was in Reefton and the other in Westport. Raewyn has a contract with the West Coast DHB that as the West Coast PHO Breastfeeding Advocates 17 - 25 Breastfeeding Supporters will be trained each financial year. The Reefton training was held at the Reefton Hospital with four keen women attending evening sessions which doubled as learning times as well as social occasions. Three women are involved with the Reefton Playcentre and Play Group so have contact with LOTS of women. Numbers at our BABES in Arms Breastfeeding Support Group have increased since these motivated Mum4Mums have encouraged women in their communities.

The second course at Westport was attended by seven women who all graduated. These day sessions were held at a small community church with two babysitters employed to mind the children at each session. All except two women live in NZDep 8–10 with one living rurally. Four of the women are Maori and three were young mothers.

Outcomes: Some mothers make decisions to continue feeding their current baby for a longer period of time. Other Mums4Mums from previous trainings are breastfeeding subsequent babies for longer than their first – this was especially noticeable amongst younger mothers – and often say it is because they now know how good breastmilk is for their babies.

In August 2012 the West Coast Breastfeeding Handbook was launched. This 58-page, full-colour resource has 35 pages of breastfeeding tips, advice and encouragement, as well as photos and information about 78 of the West Coast Mum4Mums including their breastfeeding experiences and contact details. The plan is for every pregnant woman to get a copy of this resource

Capital and Coast DHB Wellington

PCPA – Sandy Reid

Sandy, the Community Breastfeeding Coordinator reports that the numbers of Peer Counsellors trained are:

- 2010 – six,
- 2011 – seven,
- 2012 – six,
- 2013 – six.

Training is run by the CCHDHB Community Breastfeeding Team comprised of the CCDHB Community Breastfeeding Co-ordinator (RGON/IBCLC/PCPA), Pacific Breastfeeding Service (3 PCPAs/Breastfeeding Advocate/Educators including one IBCLC/Midwife). The team is occasionally assisted by a PCPA volunteer. Training is held annually over seven weeks.

The CCDHB Breastfeeding Team refer clients to a PC if ongoing support for the client is required especially for priority groups. In many cases appropriate cultural support can be ensured by involving a PC. PCs also support their own families and friends.

A barrier for the PCs is the cost of ringing cell phones. Many clients from priority groups do not have landlines and currently there is no reimbursement for PCs. However this is under discussion.

LLLNZ Resources

PLEASE CHECK THE LLLNZ WEBSITE FOR CATALOGUE UPDATES.

www.lalecheleague.org.nz/resources/books-a-leaflets

This will allow you to view recent additions to the tear-off sheets, some of which you will have in your PCPA Resource Folder.

LLLNZ Shop.

Purchase your training resources online at:

www.LLLNZshop.org.nz

Cromwell, Queenstown, Wanaka, Arrowtown and Alexandra quarterly report

PCPA Catkin Bartlett—Catkin liaises with the Lactation Consultants in Queenstown and Alexandra, the Southern PHO which provides the funding, other professionals and her mentor.

Arrowtown now has a breastfeeding discussion group which attracts mothers who would not normally attend because ‘they did not have a problem’. Three came to the first meeting and five to the second. The 0800 number is being used by health practitioners and a midwife has brought a mother to a breastfeeding support group.

Barriers: Interest is maintained in prospective PCs by inviting them to PC Hui. I use Survey Monkey for more effective reporting and feedback. I strive to resolve confusion amongst mothers, resulting from conflicting marketing/public health messages about when babies start complementary foods. Getting monthly contacts from PCs is challenging although I do contact each PC once a quarter. Keeping PCs involved is difficult as family/personal circumstances change. My goal is that by 6 months half of the PCs trained will still be actively involved.

La Leche League Leaders ran a Communication Skills’ workshop in Hawea Flat near Wanaka. This was organised by a local PC. Wanaka PCs have been funded to apply for a childbirth education training course so that this information can be provided locally. In Alexandra PC provides breastfeeding advocacy with youth workers and younger mothers.

Total number of contacts: 165

Newly Accredited

We’d love to create a regular space in the Newsletter for our newly accredited PCs— Send us names, dates, photos etc.

E Hoki To Ukaipo Wananga 2014

The Waikato District Health Board Maori Health Unit – Te Puna Oranga is pleased to announce that E Hoki To Ukaipo Wananga 2014 will be held at the Turangawaewae marae on May 29th and 30th May. Online registrations are now open. All LLL Leaders/Peer Counsellors are welcome.

To register, go to www.waikatodhb.health.nz/wananga2014

LLLNZ Conference

La Leche League New Zealand
Conference

- 3 to 5 October 2014 –
find out more at

[www.lalecheleague.org.nz/
news-a-events/llnz-conference-2014](http://www.lalecheleague.org.nz/news-a-events/llnz-conference-2014)

Keep us Up to Date

Please send your news, reports, photos, upcoming events and what is happening in your PCP to Anne anne.johndevereux@xtra.co.nz

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Our warmest good wishes
Alison, Heather, Janine, Barbara, Barbara, Julie, Letticia and Anne

Breastfeeding Peer Counsellor Programme

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LA LECHE LEAGUE NEW ZEALAND
**BREASTFEEDING PEER COUNSELLOR
PROGRAMME**