

Asian Breastfeeding Initiatives 2009/10

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November 2009



WDHB Breastfeeding Rates

Full & exclusive BF rates (Plunket, 2008)	Asian	All Ethnicities	W: 2010 Target	NZ: 2014 Target
6 Wks	60.3%	68.5%	70.5%	74%
3 Mths	54.4%	57.1%	58.1%	57%
6 Mths	25%	26.6%	27.6%	27%



November 2009

Ante-Natal Breastfeeding Sessions

- ◆ 15 sessions: Chinese, Korean women
 - Cultural advisors + Childbirth educators
 - Venues, language, content & resources
 - 6x completed since July
 - Attendance & feedback positive

- ◆ Evaluation goal = 75% participants (exclusively) breastfeeding at 6wks



November 2009

BF Peer Counsellor Programme

- ◆ Partnership with La Leche League NZ
 - I:** PCP Administrators trained (x9)
 - Including 1st Chinese PCPA (Plunket)
- ◆ Funding for supporting organisations
 - II:** Train ≥ 6 mums as peer counsellors
 - III:** Peer counsellor mums to facilitate BF support groups in their communities



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