

## Tasmanian Breastfeeding Coalition – Advocacy Plan 2010 – 2015

**Vision** Breastfeeding rates that are the best in Australia

**Mission** Working together to promote breastfeeding in Tasmania

**Purpose** Networking, cooperating, coordinating and collaborating to promote breastfeeding in Tasmania

- Create supportive environments for breastfeeding
- Advocate to protect and promote breastfeeding
- Achieve enhanced investment in breastfeeding promotion
- Engage more key stakeholders to share responsibility for the promotion of breastfeeding
- Promote the World Health Organisation (WHO) Code on breastfeeding

### TBC advocacy plan:

Advocacy area	Strategies	Actions
Advocate for greater community support for, and acceptance of, breastfeeding in Tasmania	Explore the development of a breastfeeding manifesto, engaging new partners and ambassadors/champions, to promote and protect breastfeeding.	<ul style="list-style-type: none"> <li>• Seek planning and evaluation information from the UK breastfeeding manifesto.</li> </ul>
	Encourage breastfeeding information to be embedded in education curriculum through the Department of Education, including Early Learning.	
	Promote and support breastfeeding friendly workplaces and businesses.	<ul style="list-style-type: none"> <li>• Encourage DHHS to set an example supporting staff to continue breastfeeding when returning to work.</li> </ul>
	Encourage intersectoral action on the promotion and protection of breastfeeding	<ul style="list-style-type: none"> <li>• Raise breastfeeding as an issue that can be addressed through the Health in All policy approach being progressed by DHHS.</li> </ul>

	Encourage positive representation of breastfeeding through the media.	Send complaint letters to media outlets when breastfeeding has been portrayed negatively
	Protect mothers against discrimination while breastfeeding.	<ul style="list-style-type: none"> <li>• Provide anti-discrimination legislation information on the TBC website.</li> <li>• Write letters of complaint on behalf of community members.</li> </ul>
	Protect breastfeeding from commercial pressures.	<ul style="list-style-type: none"> <li>• Advocate for the strengthening of the MAIF agreement by raising awareness about the high number of “out of scope” complaints to APMAIF.</li> <li>• Report any breaches of the MAIF agreement.</li> </ul>
	Explore opportunities to promote the fathers/partners role in supporting breastfeeding.	
Improve monitoring and reporting of breastfeeding rates in Tasmania and invest in breastfeeding research	Seek opportunities to research the determinants of breastfeeding (enablers and barriers) in groups less likely to breastfeed and effective solutions for addressing them.	
	Advocate for a breastfeeding benchmark to be included in Tasmania Together targets.	<ul style="list-style-type: none"> <li>• Develop an “example” letter that TBC members can use to send to Tasmania Together as part of review this year.</li> </ul>
	Access and report Tasmanian breastfeeding initiation and duration data.	<ul style="list-style-type: none"> <li>• Present CHAPS breastfeeding data on the TBC website.</li> <li>• Present relevant BFHI data and relevant national data on the website as it becomes available.</li> <li>• Organise a presentation to the TBC by Dave Haynes, Principal Policy Analyst with DCYFS on the regional and socio-economic differences of breastfeeding rates in Tasmania.</li> </ul>
Encourage and support best practice breastfeeding services and strategies in	Advocate for improved attendance at antenatal education to encourage and support breastfeeding.	

Tasmania	Encourage 100% of Tasmanian birthing services to maintain BFHI accreditation.	
	Work towards a consistent language describing breastfeeding as the biological 'norm' rather than 'breast is best'.	<ul style="list-style-type: none"> <li>• Audit and if necessary change the TBC website and communication documents to ensure breastfeeding is represented as the biological norm.</li> </ul>
	Support health workers to understand and meet their responsibilities under the WHO code.	<ul style="list-style-type: none"> <li>• Develop departmental/unit policies to provide staff with clear guidelines on their responsibilities under the WHO code.</li> </ul>
	Support lactation consultancy as part of workforce development within the hospital and community sector.	
	Support breastfeeding initiatives of member organisations (for example support ABA initiatives including promotion of the National helpline).	<ul style="list-style-type: none"> <li>• Promote on the TBC website the ABA Breastfeeding Friendly businesses program and recruit businesses to this program</li> <li>• Promote on the TBC website the ABA National helpline</li> <li>• Promote on the TBC website the ABA's Mother friendly workplace program and recruit workplaces to this program</li> <li>• Promote member activities on the TBC website through the Calendar of Events</li> </ul>
Provide leadership on breastfeeding in Tasmania through a strong supportive	Contribute to the implementation of the National Breastfeeding Strategy through communication and leadership within Tasmania.	<ul style="list-style-type: none"> <li>• Organise consultation with TBC members for key working groups set up as part of the state and commonwealth implementation of the Strategy.</li> </ul>

coalition	Participate in the review of Dietary Guidelines for Children and Adolescents including the Infant Feeding Guidelines.	<ul style="list-style-type: none"> <li>As part of the consultation process ensure TBC members have the chance to present evidence based information ensuring the guideline around the introduction of solids does not revert back to “4-6 months”</li> <li>Ensure the Infant Feeding guidelines are wholly supportive of breastfeeding and that the health worker guidelines ensuring support for the WHO code reflects the full WHO code and not just the MAIF agreement.</li> </ul>
	Raise the profile of the TBC through our website and public events.	
	Advise on the best investments for breastfeeding initiatives in Tasmania.	
	Encourage collaboration and coordination of breastfeeding services and strategies in Tasmania.	<ul style="list-style-type: none"> <li>Sharing of information at TBC meetings and collaboration on projects and strategies</li> </ul>
	Identify breastfeeding resources for use in health promotion and community development work.	
	Maintain links to the community through our networks.	
	Maintain a strong and diverse membership of the coalition.	<ul style="list-style-type: none"> <li>Ongoing recruitment of new members</li> <li>Provision of orientation to new members</li> <li>Action recommendations arising from TBC partnership evaluation</li> <li>Repeat partnership evaluation in 3-4 years</li> <li>Ensure yearly face to face planning sessions</li> </ul>

## **Relevant policies**

Tas Food & Nutrition Policy: Focus Area 4: Breastfeeding

Goal: To promote and support breastfeeding in Tasmania

Sub-goals:

- Increase community & environmental support for breastfeeding
- Increase the percentage of infants breastfed on post-natal discharge from maternity services
- Increase the percentage of infants exclusively breastfed to six months of age.

SA Breastfeeding Program: Strategic & Action plan 2007-2012

Breastfeeding in NSW: Promotion, Protection & Support (2006)

Queensland Health: Optimal Infant Nutrition: Evidence Based Guidelines 2003-2008

National Breastfeeding Strategy

ABA Leadership Plan (2004)