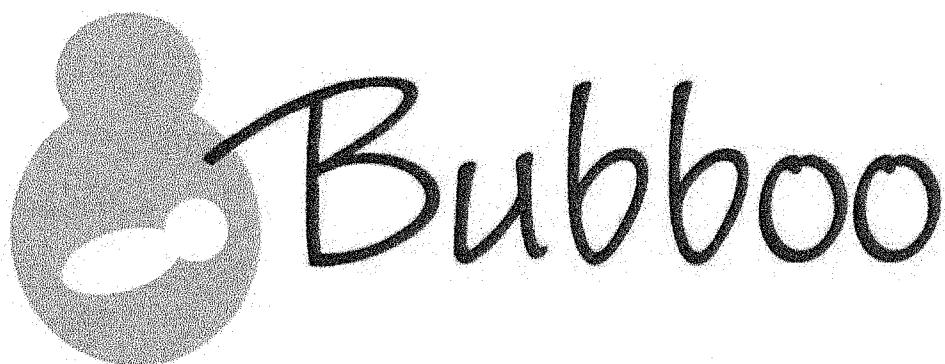
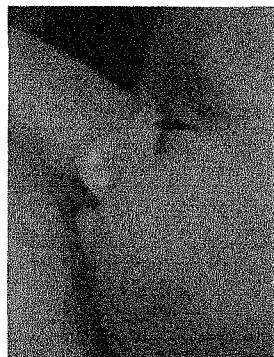


Submission no. 332

AUTHORISED: 30/5/07



BREASTFEEDING PROPOSAL



HOUSE OF REPRESENTATIVES

INQUIRY INTO BREASTFEEDING

28 th February, 2007

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APPENDIX

Letters of Endorsement - Co-ordinator of Lactation Services Echuca Regional Health
- Shire of Campaspe Family Services Officer
- Shepparton Lactation Day Stay Unit
- Moama Maternal and Child Health Service
- Lactation Consultant and Midwife

Bubboo brochure

Lactation Day Stay – Shepparton brochure

Campaspe Shire Breastfeeding Statistics 2004 - 2005

BREASTFEEDING PROPOSAL

EXECUTIVE SUMMARY

This submission is targeting two terms of reference that are referred to in the inquiry. The first one being d) initiatives to encourage breastfeeding
e) examine the effectiveness of current measures to promote breastfeeding

There are two proposals included 1) Lactation Day Stay Unit

2) Antenatal Breastfeeding Education Classes

Breastfeeding support in the area is limited and woman either have to drive over one hundred kilometres or pay for breastfeeding support. This does not make support for breastfeeding accessible. To have a local breastfeeding support service in the area would make it accessible for women within the area. The easy access and free of charge service will support and encourage women to breastfeed for longer, therefore increasing the breastfeeding rate.

A qualified and enthusiastic Lactation Consultant would offer up to date expert breastfeeding advice and support. The Lactation Consultant has excellent communication skills to communicate freely to mothers and families. The relaxed and welcoming environment will ensure new Mum's feel relaxed which will assist with their breastfeeding experience.

BACKGROUND

I am writing this submission as a midwife and Lactation Consultant in Echuca. I am currently employed as a midwife part time at Echuca Regional Health as well as my business "Bubboo". At Bubboo I provide women and their families with expert care and support through pregnancy and beyond. The services I offer are relaxation massage for women, pregnancy massage, baby massage classes, lactation consultancy for breastfeeding support and a range of mother and baby gifts.

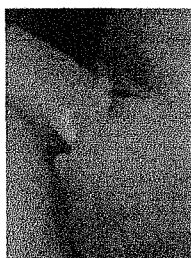
Through working at both places I see there is need for more breastfeeding support in the area. I am the only private lactation consultant in the area for which I charge for the service. This eliminates a lot of new Mum's to obtain specialist breastfeeding support as their financial situation has changed dramatically since having a baby. For those that do use the service, the consultation is one hour which is time limiting if there is a breastfeeding issue to resolve.

CURRENT REGIONAL SITUATION

It is quite common for women to leave hospital soon after giving birth or before day three. This is the time when breastfeeding issues can arrive with the milk "coming in" and support is needed to overcome engorgement and attachment issues.

Within an hour radius of Echuca there are over 3320 births per year. In Echuca we have 330 births per year with a 94% breastfeeding initiation rate. With statistics supplied by the Campaspe Shire collected via two Maternal and Child Health Nurses they show for 2004-2005 the breastfeeding rate dropped from 83% to 37% at six months.

Statistics 2004-2005	
Discharge	83%
2 weeks	74%
3 months	53.5%
6 Months	37.4%



Currently the state of Victoria is in a severe drought. Breastfeeding needs to be encouraged even more so during this time. Breastmilk is free and offers the baby with all their nutritional requirements. The drought has affected many peoples incomes and therefore many families with new babies would not have spare money to purchase formula. The availability of clean water is an issue that needs to be considered if women are not supported to continue breastfeeding and then decide to artificially feed. The water usage to sterilise bottles and to prepare the formula all adds up and needs to be minimised in the water crisis we are all experiencing.

PROPOSED INITIATIVE

As an initiative to promote breastfeeding in this area a "Lactation Day Stay Unit" would meet the needs of breastfeeding women. The service could be provided free of charge to the women, three days a week from 9:00 – 3:00pm. This time would allow women to spend two full breast feeds with a Lactation Consultant and would be assist with the women feeling more confident and consequently breastfeeding for a longer period of time. The "Lactation Day Stay Unit" would also be available for women in the surrounding areas.

Through your inquiry you will discover the short and long term impact on the health of Australians by increasing the breastfeeding rate. By offering a free "Lactation Day stay" service to breastfeeding women the breastfeeding rate will increase for longer.

COSTINGS

The costings to provide the service:

- three days a week for six hours a day
- one Lactation Consultants \$35/hour x 6 hours = \$210/day = \$630/week
- rent of a premises \$60/day = \$180/week
- breastfeeding chairs and stools = \$2000 (once)
- education material \$1000 (once)
- stationery \$2000/year
- phone \$1500/year

TOTAL = \$46,620 initially and then \$43,620 per year

This would allow 300 women to access the service which is an investment of \$145 per woman.

In the scheme of the health budget and for the health benefits to be gained this figure appears to be manageable.

BENEFITS OF THE PROPOSAL

By offering a free breastfeeding support centre with up to date knowledge and guidance for breastfeeding Mums, this will encourage them to breastfeed for longer which will increase the breastfeeding rate. If they have a positive and supported experience with breastfeeding they are more likely to breastfeed their subsequent children. New Mum's quite often seek advice from there Maternal and Child Health Nurse, who are not always trained as a lactation consultant and can receive either inadequate or misleading information regarding breastfeeding.

Once a rapport is built the women will feel comfortable to use the service as appoint of contact and support in the future for any breastfeeding concerns.

QUALIFIED TEAM FOR DELIVERY



Clare Boucher

Registered Nurse – Midwife – Lactation Consultant – Massage
Therapist – Infant Massage Instructor

Clare has been practicing as a midwife for ten years and has solid experience working with new Mum's and their families. She then went on to become a Lactation Consultant over five years ago and has been assisting women and their families to have a positive breastfeeding experience ever since. She furthered her studies to become a Massage Therapist five years ago and since has completed her Infant Massage Instructors course. This has helped her to pamper women and assisted them to relax as well as teaching Mum's how to massage their baby.

Clare is very experienced, qualified and enthusiastic to deliver a high quality breastfeeding service.

PROPOSAL TWO – ANTENATAL BREASTFEEDING EDUCATION CLASSES

EXECUTIVE SUMMARY

This proposal is to both encourage and promote breastfeeding. Education specific to breastfeeding is essential for successful breastfeeding to occur. This education provided in a comfortable and relaxing setting will also enhance adult learning. A motivated, enthusiastic qualified professional will provide the education.

CURRENT REGIONAL SITUATION

Currently for women birthing in Echuca, the antenatal breastfeeding education is performed by an Australian Breastfeeding Association counsellor for 15-30 minutes during the routine antenatal education classes. These classes are either held in the evening for four weeks or a full day class. There is a lot of information to absorb in that time.

PROPOSED INITIATIVE

To promote breastfeeding in a positive way, education is needed specifically for breastfeeding. There are a lot of facets to learn about breastfeeding for expectant parents. Education needs to be targeted to breastfeeding and in an environment where they can ask questions and also have access to a variety of education material and have hands on experience with dolls.

The classes would be conducted in a comfortable and supportive environment which is conducive to learning. Partners would be encouraged to attend as their support is a vital component to breastfeeding success.

The breastfeeding classes would be offered fortnightly for three hours per session and up to eight couples in a session. This would allow 200 couples to attend for the year.

COSTINGS

The costings to provide this service would be;

- a midwife/antenatal educator/ lactation consultant \$30/hour x 4 hours(1 hour preparation) = \$120 / fortnight = \$2880 / year
- rental of a premises \$40 / fortnight = \$960 / year
- breastfeeding education material including TV/DVD = \$1500
- chairs, cushions etc = \$1000

TOTAL = \$6340 initially and then \$3840 per year

This equals \$32 per couple then \$20 per couple thereafter

BENEFITS OF THE PROPOSAL

Antenatal breastfeeding classes would be of great benefit and would give parents thorough education and confidence before they start. This would eliminate problems and anxiety related to breastfeeding. Due to busy health systems and staffing issues within hospitals, women do not always receive a lot of breastfeeding assistance. If they have already received extensive and thorough education prior to having the baby, they can rely on what they have already been taught.

QUALIFIED TEAM FOR DELIVERY

A qualified midwife, lactation consultant or an antenatal educator would be employed to fulfil the role.

