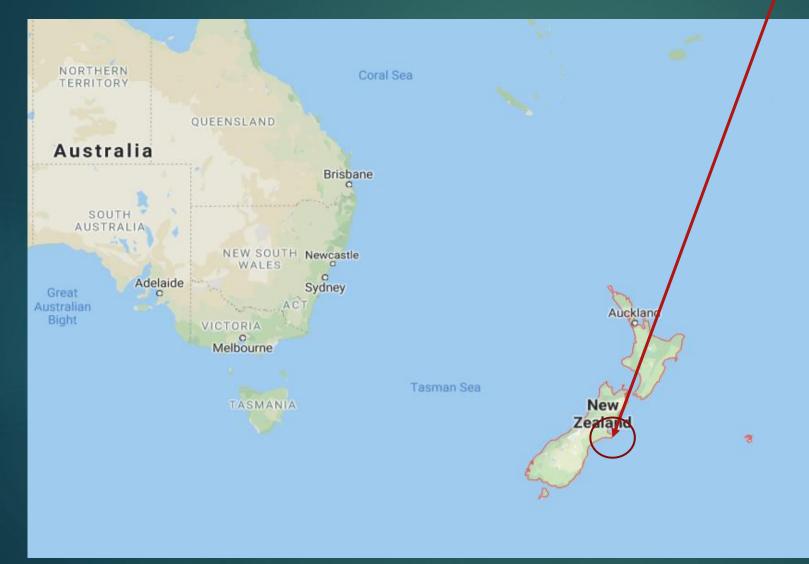


IYCF-E in New Zealand: The Christchurch experience

CAROL BARTLE CHRISTCHURCH NEW ZEALAND 2020

AOTEAROA NEW ZEALAND / ŌTAUTAHI CHRISTCHURCH



Saturday 4 September 2010

4:35am (NZ time), magnitude 7.1. Centred 40km west of Christchurch. Epicentre near Charing Cross, 10km south-east of Darfield at a depth of 11km. Widespread damage occured, but no loss of life. Disruption to water, power and sewerage services.

Tuesday 22 February 2011

12:51pm (NZ time), magnitude 6.3. Centred 10km south-east of Christchurch at a depth of 5km.

<u>185 people were killed</u> and there was major damage to Christchurch land, buildings and infrastructure.

Monday 13 June 2011

2:20pm (NZ time), magnitude 6.3. Centred 10km south-east of Christchurch at a depth of 6km. It was preceded at 1pm by a magnitude 5.6 10km east of Christchurch at a depth of 9km.

Further building and land damage from lliquefaction and major rockfalls around the Port Hills.

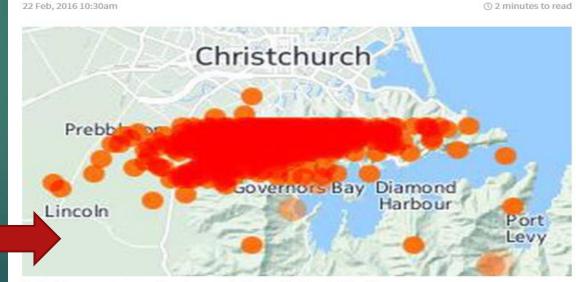
Friday 23 December 2011

1.58pm (NZ time) there was a magnitude 5.8 earthquake, followed by a 5.3 at 2:06pm and a 6.0 at 3:18pm.

RISKY CONDITIONS FOR INFANT FEEDING

Loss of clean water Electricity and gas disruption Housing damage Damage to roads Significant reduction in services to families Food safety Continuing earthquakes and aftershocks

Christchurch hit with more than 10,000 quakes since 2011

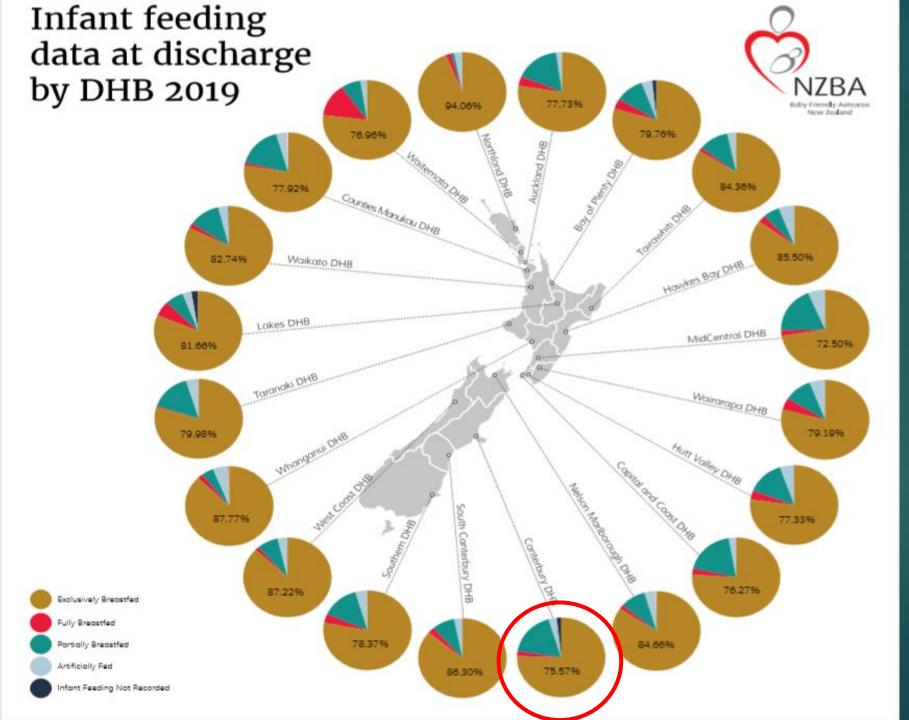


Each dot represents an earthquake recorded by GeoNet. Photo / GeoNet

NZ Herald

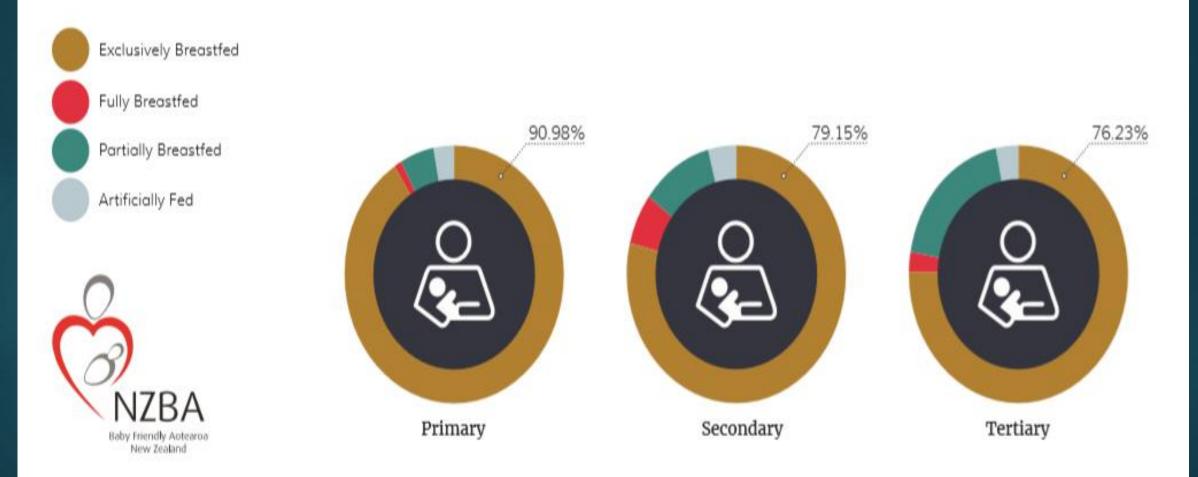
INFANT FEEDING IN AOTEAROA NEW ZEALAND Some background information

- High breastfeeding initiation rates in maternity facilities
- Accredited Baby Friendly Hospitals 96.1% in 2011 (74 of 77 facilities)
- Exclusive breastfeeding rates @discharge were around or above 80%
- Exclusive breastfeeding @6 weeks around 54/55%

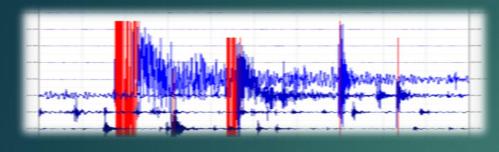


INFANT FEEDING 2019

National breastfeeding data at discharge by facility type 2019



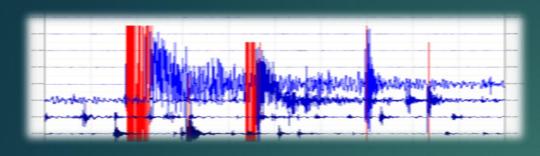
EMERGENCIES AND DISASTERS



An emergency is an extraordinary and extreme situation that puts the health and survival of populations at risk

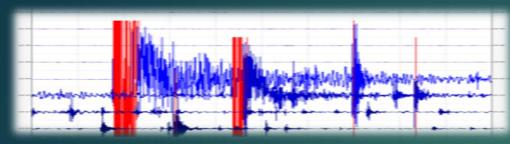
IYCF-E plans are designed to safeguard the survival, health, growth and development of infants and young children





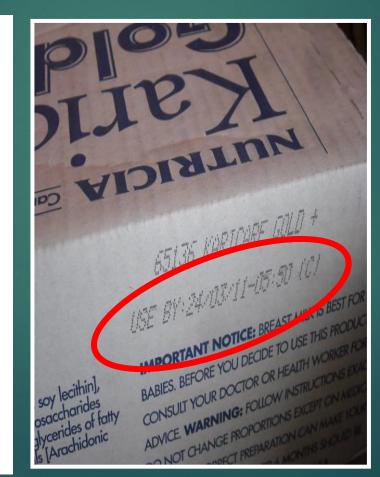
What did we learn?

- IYCF-E plan was needed but we did not have one
- Services to families all shut down for at least a week and then went back to skeleton only – midwives were the only ones who kept going and the only ones who home visited mothers with new babies
- Volunteers at welfare centres were not given guidance about IYCF
- Breastfeeding women were given packs with tins of infant formula
- Ministry of Health guidance was hurriedly released but it needed to be more comprehensive
- Infant formula donations flooded in and were impossible to control



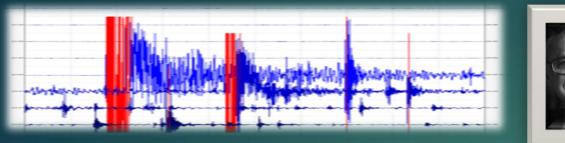
World Health Assembly resolution

WHA 47.5 1994 Highlighted the issues of donated supplies of breast-milk substitutes and bottles and teats in emergencies





Photographs taken in a community health Clinic late February 2011





Any crisis or emergency, real or perceived, brings about significant change and what actions are taken depends on "the ideas that are lying around at the time"

Milton Friedman

Without a protected & supported breastfeeding culture the ideas that are lying around are those promoted by industry

The prevailing feeding culture influences the impact of an emergency on infant and young child health

It also influences the attitudes of political decision makers particularly as industry have access to politicians

obesityreviews

INDUSTRY INFLUENCE

Exploring power and influence in nutrition policy in Australia

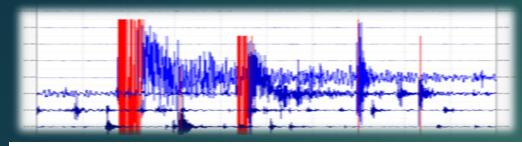
K. Cullerton ⊠, T. Donnet, A. Lee, D. Gallegos

First published: 5 October 2016 Full publication history

Summary

The food industry is often described as having more power and influence in nutrition policymaking than nutrition professionals, scientists and other practitioners working for the public interest; yet authors often allude to this point as an assumed truth, rather than an evidence-based fact. This paper applies social network analysis techniques to provide a concise evidence-based demonstration of the food industry's capacity to influence nutrition policymaking networks in Australia

RESULTS DEMONSTRATE THAT THE FOOD INDUSTRY HOLDS THE STRATEGIC HIGH GROUND IN ADVOCATING THEIR INTERESTS TO POLICYMAKERS



Relationships between industry and government deserve /need regular scrutiny.

In May 2019, a question was asked by an MP in the UK Parliament, of the Secretary of State for Health and Social Care, about how many meetings the department had with representatives of the formula milk industry in 2018 and 2019 (UK Parliament 2019).

Thirteen meetings were held between industry and the UK Health and Social Care Department between February and November 2018.

This frequent contact suggests a concerning high level of industry influence within this government health department.

Industry influence on governments makes it more difficult to effect change that supports breastfeeding and IYCF-E

Shaken but not broken: Supporting breastfeeding women after the 2011 Christchurch New Zealand earthquake

Breastfeeding Review Volume 23 Issue 3 (Nov 2015)

Hargest-Slade, Anna Claire¹; Gribble, Karleen D²

Abstract: The 2011 Christchurch New Zealand earthquake adversely affected large numbers of people and resulted in many mothers and infants evacuating the city. In the town of Timaru, an emergency day-stay breastfeeding service assisted evacuee women. The service was established after media messaging alerted mothers to the importance of breastfeeding and the location of breastfeeding assistance. The local hospital provided rooms for the breastfeeding support service, which delivered counselling to mothers experiencing breastfeeding challenges. The vulnerability of infants in emergencies demands that governments and aid organisations plan to support their wellbeing and access to safe food and liquid. Plans should be developed in accordance with the Emergency Nutrition Network's Operational guidance on infant and young child feeding in emergencies and include breastfed and formula-fed infants. Many countries have existing health resources and personnel with the expertise to support infant feeding in emergencies. However, only comprehensive pre-emergency planning can ensure that infants are protected.

Christchurch earthquake: Food companies swing in to deliver supplies

25 Feb, 2011 2:58pm

③ 6 minutes to read

Herald online

- Because uncontrolled and unsolicited donations of BMS create a higher infant risk situation all IYCF-E plans need to take this into account and take measures to control it
- One of the first responses after a disaster is often from industry
- In Christchurch it was not possible to stop, monitor or track donations – donated products were still available late 2011



- Nutricia has pledged readymade infant formula. This product does not require parents to mix product when water quality is an issue.

- Pfizer is coordinating with the Ministry of Health to donate medicines and infant formula

BABIES, BEFORE

CONSULT YOUR DOCTON



ImmunoMilk with Colostrum rew No reserve Closed: Wed 7 Dec 2011, 12:40 pm

Symbiotics Immuno Milk with colostrum, 3

Toddler milk - 1-3 yrs. Made in NZ

Symbiotics ImmunoMilk with colostrum provides natual anitbodies (immunoglobulins) and growth factors that provide a strong platform for young childrens growth and development.

韪...

₹8....

Benefits of colostrum are amazing. Never been used. Expiry 24/2/2012

Voluntary code for infant formula revised

21 Feb, 2013 1:17pm

③ 3 minutes to read



Associate Minister of Health Jo Goodhew reiterated the priority was promoting breast-feeding. Photo /

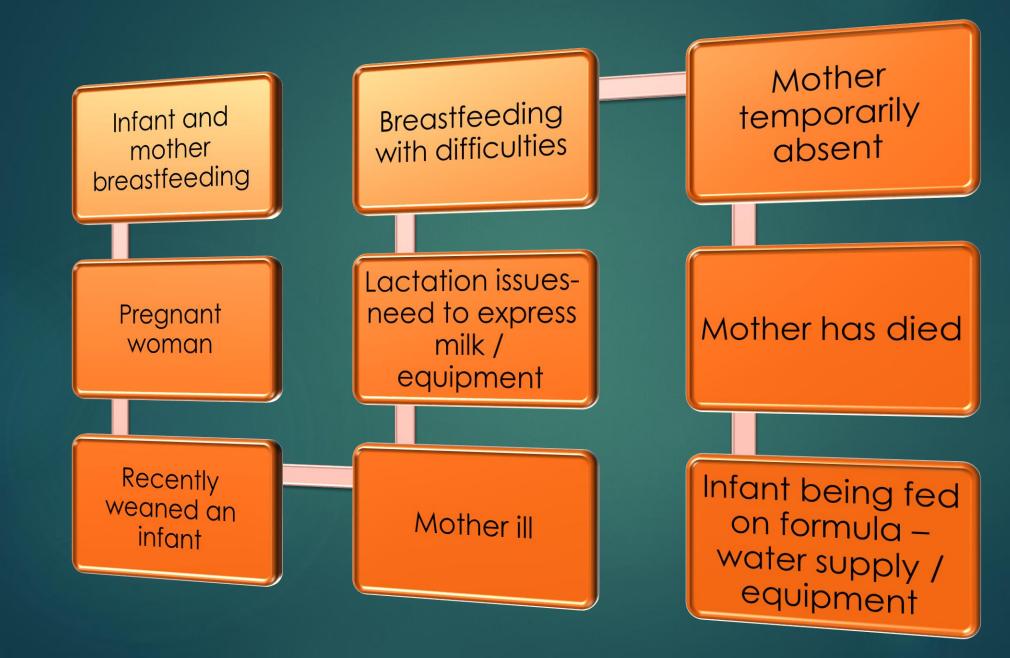
Changes have been made to how infant formula can be distributed in disasters in a revised voluntary code of practice launched today.

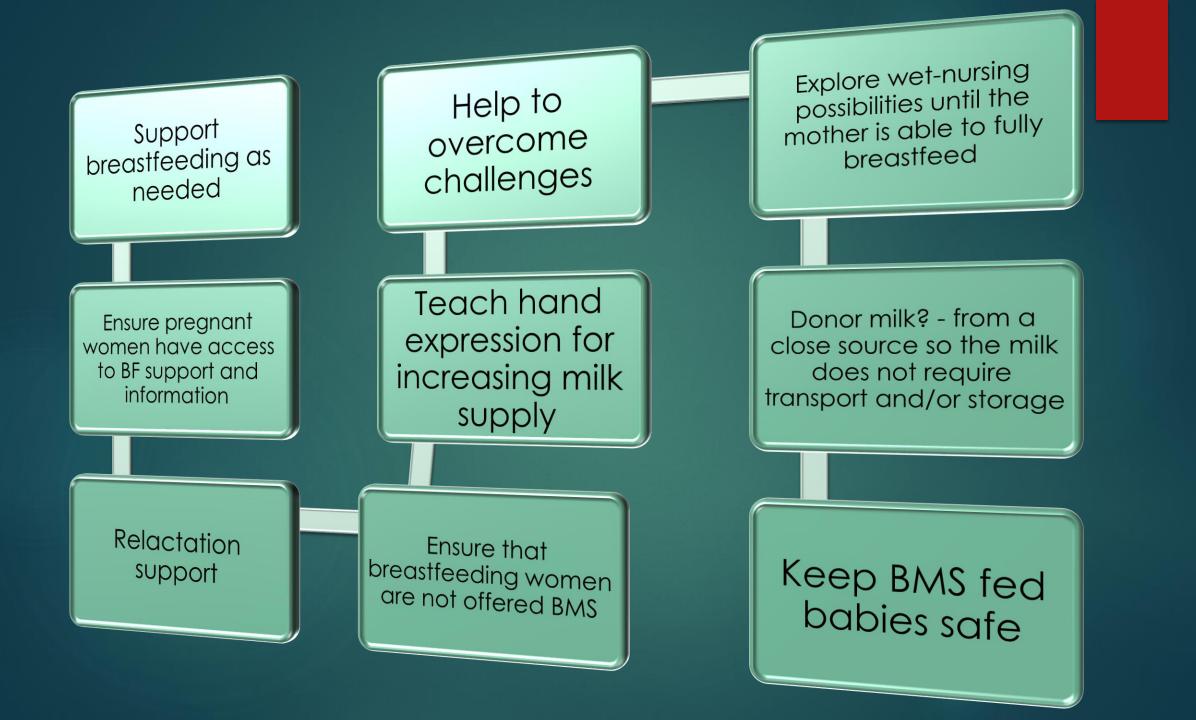
Infant Nutrition Council chief executive Jan Carey said the changes, made after the Canterbury earthquakes, would mean infant formula manufacturers would have to give donations to designated health agencies to control.

Formula donated in an emergency cannot be given directly to families and would be given only to infants medically required to be fed using formula, under the revised voluntary code.

Any donations would need to be in accordance with national emergency preparedness plans.

GUIDANCE NEEDS TO INCLUDE A RANGE OF POTENTIAL SCENARIOS





Simple fact sheets can be useful – for parents / emergency - refuge centre staff



Position Statement: NEW ZEALAND MINISTRY OF HEALTH GUIDANCE UP TO ONE YEAR ONLY (2013) Infant Feeding in an Emergency for Babies Aged 0–12 Months¹

The position statement aligns New Zealand's emergency preparedness and response with international obligations and best practice evidence for feeding babies in an emergency.

Breastfeeding provides the best possible nutrition for babies and is the safest way to feed babies in an emergency, especially if clean water and electricity is not available.

Where babies are not fed breast milk, a properly prepared, commercial infant formula is the only safe alternative.

Cows' milk should not be given as a drink to babies less than 12 months of age.



New Zealand Government

INFORMATION FOR PARENTS - MOH

Feeding Your Baby in an Emergency: For babies aged 0–12 months

Introduction

Emergencies can happen at any time with little or no warning. Babies are at more risk of becoming dehydrated or getting an infection so they need special care and attention in an emergency.

To keep your baby safe and healthy:

- · have a plan for what you will do in emergencies
- · have emergency supplies ready.

Breastfeeding is the best way of feeding your baby in an emergency. Breast milk is safe and helps your baby fight off infections.

If you are using formula, you will need infant formula and clean water as well as feeding and sterilisation equipment to look after your baby in an emergency. You need to be able to deal with a:

- cut in the water supply. If you are using formula, a top priority is to have safe, drinkable water plus enough water for sterilising and cleaning equipment.
- power cut. You need a plan for how you will sterilise equipment and purify water if you are preparing formula without your usual power supply.

Discuss with your family how you can be prepared for an emergency so that everyone in the household stays safe and healthy.

There are 2 parts to this brochure.

- Part 1 tells you how to get ready to care for your baby in an emergency.
- **Part 2** tells you how to **get thru** an emergency while caring for a baby aged 0–12 months.

Part 2: Get thru - Feeding your baby in an emergency

If you are breastfeeding

- Keep breastfeeding. Do not start formula feeding and do not wean your baby from the breast in an emergency.
- If you are both breastfeeding and formula feeding, it is best to increase breastfeeding. If possible, only breastfeed your baby and stop formula feeding during the emergency.
- You need plenty of fluids and snacks. Remember: 'Looking after the mum is looking after the baby.'
- Breastfeeding can help calm you and your baby. A mum can make enough milk even when stressed. But stress can affect the flow of milk and make babies fuss at the breast. It helps if you feed your baby often. Keep your baby close and have skin-toskin contact where possible.
- If you are in a Civil Defence Centre, ask for a quiet, comfortable place to breastfeed.

If you are using expressed breast milk

You can keep expressed breast milk (fresh or thawed) at room temperature for up to 4 hours. If you are not sure when it thawed, do not use it.

Keep any frozen breast milk deep in the freezer and only open the freezer when you need to.

If you are using a breast pump, you must be able to sterilise it. See the next page to find out how to sterilise feeding equipment including breast pumps in an emergency.

If you cannot sterilise the breast pump, you can express breast milk by hand.

If you are feeding formula to your baby

- If you have a safe water supply and electricity or gas, make formula as you usually do.
- If you do not have running water or electricity or gas, it is difficult to prepare formula. But you can do it.
- Always have an extra unopened tin of formula as part of your emergency supplies. Every time you buy a new tin, swap it with the one in your emergency supplies. Don't use formula that is past its use-by date.
- Use newborn formula for babies aged 0–6 months. This formula is also suitable for older babies.

Tip: If your emergency water is a strange colour, it may be because sterilising in cold water is not working properly. In this case, it is better to use the hot water method.

If you recently stopped breastfeeding

If you stopped breastfeeding in the last few weeks, you may be able to start making milk again, especially if your baby is under 4 months.

- Hold baby skin to skin, offering the breast as comfort.
- Have short breaks (1–2 hours) between trying to breastfeed your baby.
- Keep using formula until baby is getting enough breast milk.
- Get help from breastfeeding experts such as a lactation consultant, La Leche League or breastfeeding peer supporters.

If you are looking after a baby separated from breastfeeding mum

- Using another mother's breast milk may be an option for some women, family and whānau. You need to be sure this milk is safe as a very small number of serious infectious diseases can be passed on through breast milk.
- You can feed the baby with safe formula. Use clean equipment and follow the instructions on the next page.

How to prepare infant formula safely

Surfaces, hands and utensils must be as clean as possible to prevent your baby getting sick. Be absolutely sure that the water you use to make up formula is safe. Follow the steps below to prepare safe formula for your baby when you do not have your usual electricity, gas and water supplies.

Step 1: Clean surfaces and wash hands

- Wet the work surface with clean water, squirt it with dishwashing liquid and rub it with a paper towel.
- Put a clean paper towel down to work on if the surface is not normally used to prepare food or if it is too rough to clean.
- Follow the 20/20 rule for hand washing: Wash your hands with warm soapy water for 20 seconds and dry them with a clean paper towel for 20 seconds. If you can't use warm, soapy water, wipe any visible dirt off your hands with a baby wipe and then wash your hands with an alcoholbased hand sanitiser.



Preparing a formula feed

Formula should be made up fresh for each feed. Harmful bacteria can grow in prepared formula, and the longer the formula is kept before use, the greater the risk of your baby getting sick. If you are taking your baby's formula feed out with you, see 'Feeding your baby away from home' on page 14.

Always read the formula labels carefully and follow the manufacturer's instructions.

- Check the use-by date located on the base of the formula can. If you have
 formula that is past its use-by date, throw it out.
- · Make sure you have a clean surface on which to prepare the formula feed.
- · Wash and dry your hands before opening the formula can.
- · Always put the plastic lid back on the can after use.
- Store the formula can in a cool, dry place (eg, the pantry). Use within 4 weeks of opening.

Preparing safe water for formula



From birth until your baby is at least 3 months old, all water used for formula should be boiled and cooled to room temperature on the day you use it. Make sure you leave enough time for the boiled water to cool to room temperature (until it no longer feels warm) before it's needed.



Breastfeeding in an emergency NEW ZEALA

NEW ZEALAND MINISTRY OF HEALTH GUIDANCE

- Health practitioners/emergency responders working with families and their babies during an emergency will:
- encourage women who are breastfeeding to continue as normal
- recognise that relactation is an option for women who have recently stopped breastfeeding², providing a woman can get access to the assistance of a health professional
- not distribute infant formula products to breastfeeding mothers
- be aware that babies should be fed only breast milk until around six months of age
- be aware that breastfeeding should continue once complementary foods have been introduced until at least one year of age, or beyond.

Civil Defence Emergency Management (CDEM) Groups

- distribute only infant formula, feeding equipment and other essential feeding supplies that have been
 provided on behalf of the Civil Defence Controller¹ and according to the Controller's assessment of the
 specific emergency
- distribute infant formula only to families that need it making sure that infant formula and feeding equipment for infants are not included in the mix of household goods that are distributed generally
- together with the designated emergency response point-of-contact from the district health board, arrange to return or remove unsolicited donations of infant formula.

Formula feeding in an emergency NEW ZEALAND MINISTRY OF HEALTH GUIDANCE

- Health practitioners/emergency responders working with families and their babies during an emergency will:
- where possible, support families to purchase, safely prepare, and use, their own supplies of infant formula
- only distribute infant formula to people who need it
- distribute only infant formula, feeding equipment and other essential feeding supplies that have been
 provided on behalf of the relevant Civil Defence Controller³ and in accordance with the Controller's
 assessment of the specific emergency situation
- ensure that follow-on formula and toddler milks are not provided to feed babies under the age of six months⁴.

BMC Public Health. 2019 Oct 15;19(1):1278. doi: 10.1186/s12889-019-7528-0.

Emergency preparedness for infant and young child feeding in emergencies (IYCF-E): an Australian audit of emergency plans and guidance.

<u>Gribble K</u>^{1,2}, <u>Peterson M</u>^{3,4}, <u>Brown D</u>^{5,4}.

CONCLUSIONS: Lack of planning for IYCF-E in Australia places infants and young children at serious risk of adverse health consequences in emergencies. Australian Federal, State/Territory and Local governments need to take action to ensure that IYCF-E plans and guidance are developed and deployed in line with international standards. The pathway to successful integration of animal welfare plans provides a method for a similar integration of IYCF-E plans. Government health authorities are best placed to lead and be responsible for IYCF-E in Australia. National governments internationally should similarly take action to ensure that their youngest, most vulnerable citizens are protected in emergencies.

A recent snapshot of emergency preparedness plans for IYCF-E in Aotearoa NZ indicates that planning for IYCF-E is still not understood as a priority. District Health Board regional information was hard to find on websites and not all DHB's linked to the MOH information. MOH guidance is only up to 1 year and it continues to advise cool boiled water for reconstituting powdered infant formula. The Government's Get-Ready (for an emergency) website did have a link to the MOH guidance about IYCF-E but it was not as easy to find as it needs to be ... 🛈 🔒 https://getready.govt.nz



IN AN EMERGENCY I te wā ohotata GET PREPARED Me takatū

D GET INVOLVED Āwhinatia

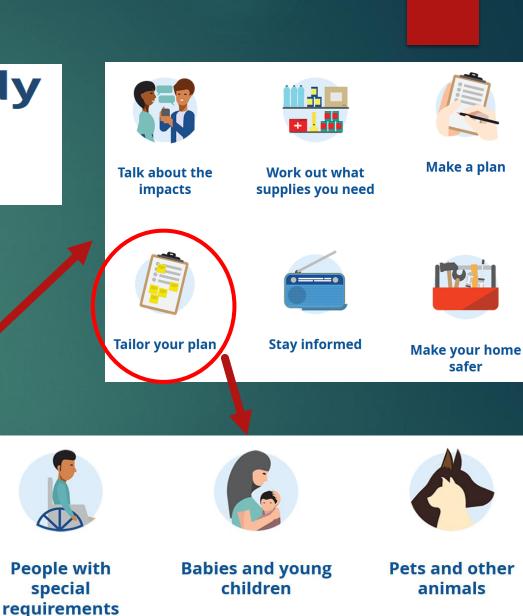
Get your household ready for an emergency

Whakaritea tō kāinga mō te ohotata

At home

You probably have most of the things you need already. You don't have to have them all in one place, but you might have to find them in a hurry and/or in the dark.

- Water for three days or more make sure you have at least nine litres of water for every person
- Long-lasting food that doesn't need cooking (unless you have a camping stove or gas BBQ) and food for babies and pets
- Toilet paper and large plastic buckets for an emergency toilet
- Dust masks and work gloves



New Zealand Food Safety

Haumaru Kai Aotearoa

Protection & response

MINISTRY OF PRIMARY INDUSTRIES

Contact

MPI Home

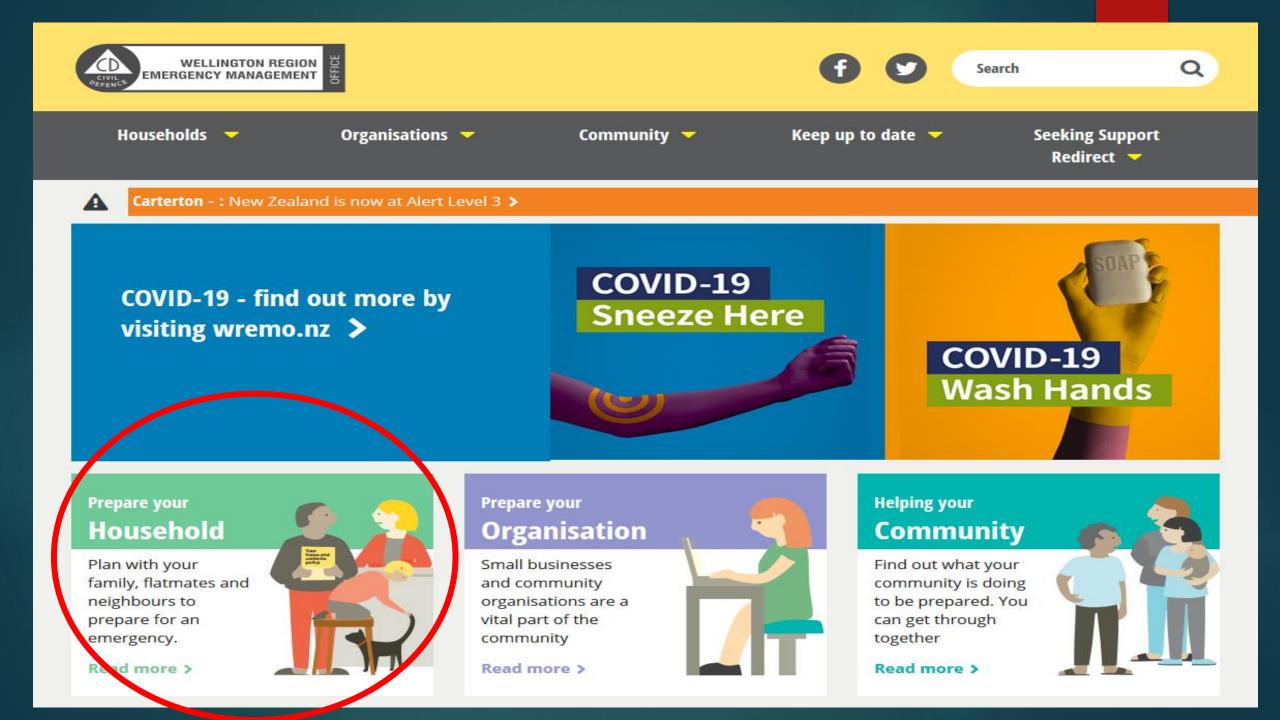
Login

Food safety in adverse events

- During an emergency: Minimise food and water spoilage
- During an emergency: Focus on hygiene
- During an emergency: Use safe cooking and washing water
- After an emergency: Ensure food is safe
- Before the next disaster strikes: Prepare a survival kit

NO IYCF-E GUIDANCE

 $Q \equiv$



Keep your children safe

Schools have plans to keep your children safe.



Check out your school's emergency plan at: getprepared.nz/schools

Arrange at least three friends or family within walking distance of the school to collect your children for you. Give their names to your school.

Talk with your children about what they could expect and who could collect them if you can't get there.

Agree on a safe meeting place

Decide on a place where you will go to find each other, and arrange to stay with friends or family if you need to.

> Plan for your pets

Your home and contents policy

Sort out home and contents insurance

Most people are underinsured. Make sure that your home and your possessions are insured for the right amount. Contact your insurer to discuss.



Home About News & Views For Facilities

Now More Than Ever, Baby-Friendly Facilities Must Protect Parents from Commercial Interests

April 10, 2020 | Tags: Statements from BFUSA

Dear Colleagues,

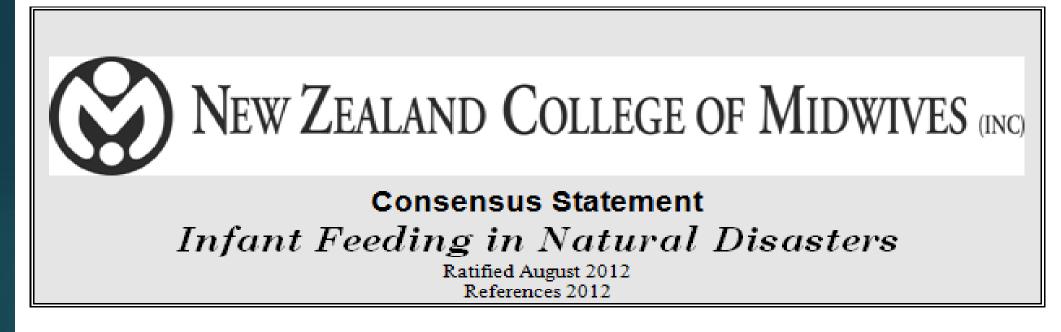
On March 26, BFUSA <u>announced</u> that, in order to support facilities in assisting mothers to access adequate nutrition for their babies during the COVID-19 crisis, we would relax one standard regarding the provision of small quantities of formula upon discharge to formula feeding families in communities experiencing shortages in retail outlets. We did so to ensure that formula feeding families receive essential support during this global emergency. At the same time, we pointed to the importance of exclusive breast and breastmilk feeding as a means for building the infant's immune system and the need to provide essential care to help breastfeeding succeed. We did NOT loosen restrictions on interactions with formula companies.

Regrettably, some formula companies have interpreted our statement as a window of opportunity to reengage their aggressive marketing tactics with Baby-Friendly designated hospitals. We have received copies of emails sent from formula company representatives to hospital personnel marketing their products under the pretense of a variety of "helpful" services.

Moving forward ...

- Government and district health board leadership / transparency / attention to COI / IYCF-E Committees in each region. Easy to access information on IYCF-E
- National Breastfeeding /Infant Feeding Committee
- National Strategic Plan for Breastfeeding /Infant Feeding /IYCF-E
- District health boards education provision /easy access to the IYCF-E guidelines intranet/internet
- International Code marketing needs to stop during emergencies to avoid what happened with BFHI in the US with COVID-19
- Community health capacity building education / emergency preparedness / operational guidance
- Local education programme development e.g. UK 6 hour course
- Local frameworks developed for coordination of feeding support teams midwives / Tamariki Ora well child nurses / lactation consultants / breastfeeding peer supporters

DEVELOPMENT OF INFANT FEEDING-E AND IYCF-E CONSENSUS STATEMENTS BY ORGANISATIONS



The New Zealand College of Midwives is committed to supporting women and safeguarding the health, well-being and development of infants during emergency and disaster situations. Midwives are in a unique position to support breastfeeding and safe infant feeding during disaster times.

"Even under the worst conditions, breastfeeding mothers have the ability to safely nurture their infants. This ability is empowering and healing for women. Breastfeeding may be a source of hope, even in the darkest days" (Jane Heinig, Journal of Human Lactation, 2005). ¹

The importance of mothers

- Warmth
- Protection from the environment
- Security
- Stress reduction
- Optimal nutrition
- Protection from illness and death via maternal milk production and delivery immunity / specialised prescriptions"
 BREASTFEEDING



स्तनपान स्तावस्था की आपातकालीन तयारी La lactancia materna es preparación para la emergencias

ALLAITER, C'EST ÊTRE PRÉPARÉ AUX STUATIONS D'URGENCE การเลี้ยงลูกด้วยนุมแม่เป็นการเตรียมความพร้อมตอบสนองต่อภาวะฉุกเฉินจ

母乳喂养是应急对策 ^{Fo}

Fó Susubén-Inan nian mak Prontidaun iha Situasaun Emerjensia

Emzirerek afetlere ve acil durumlara bazırlıklı olmak Menyusui adalah kesiapsiagaan dalam keadaan emergensi تغذیه یا شهر مادر، آمادگی برای شرایط بحرانی

Breastfeeding is Emergency Preparedness

Amning är nödvändig i
krissituationerBorsvoeding is paraatheid
gedurende noodtoestandeANG PAGPAPASUSO AY KAHANDAAN SA ANUMANG KAGIPITAN
Грудное вскармливание:
ЭКСТРЕННАЯ ГОТОВНОСТЬUshqverja me gji është
mjet në Përgatitjen në rast
Emergjence

Dr. Magdalena Whoolery - Dedicated to the people, that are saving lives, one mother and one baby at a time

KIA ORA / THANK YOU

CAROL BARTLE

tango@caverock.net.nz