

Making a **Difference**

2008/09 plans and actions for Well Wairarapa

Improving the health of children & young people

Increase number of children using health services

- Continue to provide free primary care for children under six.
- Implement B4 School Checks for four year olds
- Continue to improve immunisation rates

Increase services

- Continue to fund free medical clinics in low decile high schools
- Ensure all children have full access to dental services through mobile clinics and a central base

Promote good health

- Increase sexual health promotion targeted at youth
- Actively encourage and support breastfeeding
- Develop Child Health Strategy

Better mental health of youth

- Increase access to primary mental health and addiction services for youth
- Introduce AOD (Alcohol or Drug) programme in secondary schools

Reduction in risk taking behaviours

- Promote smokefree living to intermediate and secondary students
- Support Students Against Drink Driving (SADD) initiatives



These plans and actions are part of national health targets 1,2,5,6,7,8,9 (see summary sheet)

FOR MORE INFORMATION



See the full version of the *District Annual Plan* at: wairarapa.dhb.org.nz

Breast is best

Wairarapa mother of three, Lisa Younger, is helping us change the rates of breastfeeding to six months and more in the Wairarapa.

Lisa says breastfeeding Jack, aged 8 months, was no picnic to start with.

"I had real trouble feeding his older sister Jorja, who's now 4. I just couldn't get her latched on right," she says. "After that, I decided to train as a childbirth educator for our local Parents Centre, so I thought I'd have it sussed with Jack. But I didn't. I found I had to un-learn what had happened with Jorja, and start all over again."

The DHB's Lactation Consultant Yvonne Stuart was a big support for Lisa, and was at the end of the phone for up to four months after he was born. "I really appreciated having expert advice," says Lisa. "I live 20 minutes out of town, so the phone was a lifeline.

"I know everyone is different, but I had a real goal of exclusively breastfeeding Jack for his first 6 months – and I did it. It wouldn't have happened without the support of my husband, eldest daughter Maryse, Yvonne and lots of good friends. It would have been easy to stop after 6 weeks, when some of the 'new baby' supports drop off, but knowing what I know, I was determined to give Jack the best start I could."

Lisa agreed to be 'poster mum' to kickstart the DHB's year-long campaign to raise the rates of breastfeeding in the Wairarapa. She fronted the invitation to 'The Big Latch', an annual event coordinated nationally by the Women's Health group, organised locally by Wairarapa Public Health, Whaiora Whanui, Plunket and Parents Centre.

Last year New Zealand recorded 937 women breastfeeding simultaneously. This year, with Wairarapa's input, the record reached 1,111. This is the fourth year Women's Health Action has co-ordinated the record attempt as part of World Breastfeeding Week celebrations, and the first year the the Wairarapa has taken part.



Wairarapa has relatively good rates of mums breastfeeding to six weeks, but the rates drop off sharply after that. There are significant benefits in maintaining exclusive breastfeeding to six months, and continuing to two years and beyond with age appropriate foods.

Wairarapa's campaign ties in with the national campaign to change attitudes to breastfeeding, and has a wide base of support in the community.