

# WHY PROTECTING BREASTFEEDING IS IMPORTANT

BREASTFEEDING IS AN AMAZING SUPER-POWER THAT OFFERS RICH NOURISHMENT AND  
NURTURE FROM THE MAGIC OF OUR TINANA (BODIES)  
IT IS A GIFT TO OUR COMMUNITIES FROM NGĀ ATUA WĀHINE (THE GODESSES) THAT NEEDS  
SUPPORT AND PROTECTION FROM ALL AREAS.  
SUPPORTING BREASTFEEDING IS AN EXPRESSION OF:



TIAKITANGA -  
protection



KŌTAHITANGA  
togetherness



WHANAUNGATANGA  
connection



WHAKAPAPA  
connection to tipuna  
and uri



MANAAKITANGA  
care and respect



RANGATIRATANGA  
self-determination



WHĀNAU ORA  
family wellbeing



PAE ORA  
wellbeing for the future



AROHA  
love and compassion

BREASTFEEDING IS ALSO OFTEN CHALLENGING AND WORKS BEST WHEN EVERYONE AROUND MĀMĀ  
AND PĒPI ARE AWARE OF ITS IMPORTANCE AND WHAT THEY CAN DO TO SUPPORT IT.