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 Goddesses) 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.