



MEDIA RELEASE

Workplaces front and centre this World Breastfeeding Week

World Breastfeeding Week starts on 1 August 2023, highlighting the important role workplaces have in whether or not parents continue to breastfeed. This year's theme of 'Enabling breastfeeding: Making the difference for working parents' acknowledges that workplace challenges remain the most common reason for women to never breastfeed or to stop breastfeeding earlier than recommended.

Canterbury Breastfeeding Advocacy Service has a Breastfeeding Friendly Workplace initiative to support both employees and employers to promote a supportive workplace environment for breastfeeding in Aotearoa. "Parents need adequate time and support to breastfeed," said Kelly Dorgan, Health Advocate. "Combining work and breastfeeding is made possible with a good plan and support from workplaces and whānau."

The Breastfeeding Friendly Workplaces initiative supports businesses to plan how they can support both new and returning employees with breastfeeding. The initiative also provides certification as a Breastfeeding Friendly Workplace, if businesses meet the criteria. In the past year, ADD NAMES OF BUSINESSES have been certified. "We welcome other businesses in Waitaha / Canterbury to reach out so that we can support parents to continue with their breastfeeding journey."

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MEDIA CONTACT

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ABOUT

Te Puawaitanga ki Ōtautahi Trust is a kaupapa Māori community trust providing a range of high impact health, education, social and community services. Established by the Ōtautahi Branch of the Māori Women's Welfare League, our services support whānau across the different stages of life.

Our vision is of safe, healthy and connected whānau securing positive futures for all generations. We are guided by our whakatauki: *Mō tātou, ā, mō ngā uri ā muri ake nei – For us and for those who will come after us.* *Me aro koe ki te hā o Hineahuone – Pay heed to the dignity of women.*



***Te Puawaitanga
ki Ōtautahi Trust***

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Me aro koe ki te hā o Hineahuone
Pay heed to the dignity of women

Canterbury Breastfeeding Advocacy Service works to help remove the barriers to breastfeeding that families may experience in all kinds of spaces. This can include working with workplaces, education providers, community organisations, shopping malls, libraries, swimming pools – anywhere that families spend time and have a right to be – to ensure these are spaces where breastfeeding can readily happen in.