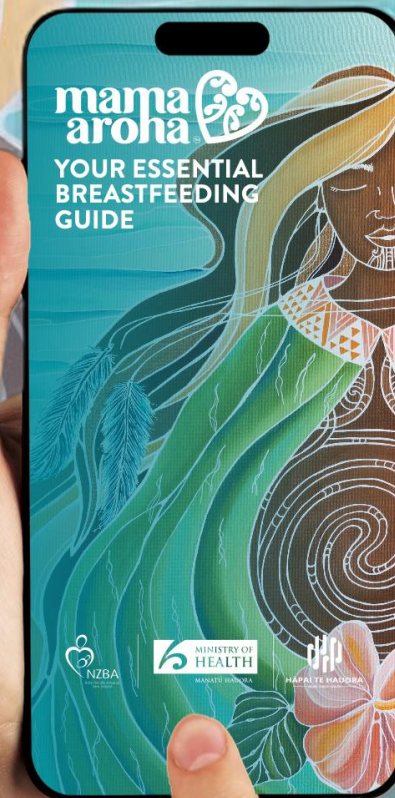




Restoring Knowledge, Changing Outcomes

Whānau-led breastfeeding and safe sleep
for health providers in Aotearoa

Amy Wray | Mama Aroha | IBCLC, Midwife, Māmā of 6



Kia Ora,
Ko kai a te whetu te Maunga
Ko Waimamaku te awa
Ko Mataatua te waka
Ko Nga Puhi me Te Rarawa te iwi
Ko Ngati Pou me Te Roroa oku hapu
Ko Ngakuru Pana te tangata
Ko te Whakamaharatanga te marae
Ko Ngakuru te whanau
Ko Judy toku mama
Ko George toku papa
Ko Amy taku ingoa

mama
aroha 





Midwife

Team leader-
Lakes DHB
Community LC

Creator of
Mama Aroha
Talk Cards

Breathwork
Facilitator

Te Rōpu
Whakaruruhau

BFHI Co-ordinator

Kia Wānā Lakes
Baby Service
Coordinator

LLLNZ
mum

DIRECTOR OF PUKU
ORA

Kia Māmā
Breastfeeding


Safe Sleep
Coordinator

Māmā & Pēpi
Kaiawhina

Hapū Whananga

Wahakura
Workshops

Smoke
Cessation
Provider

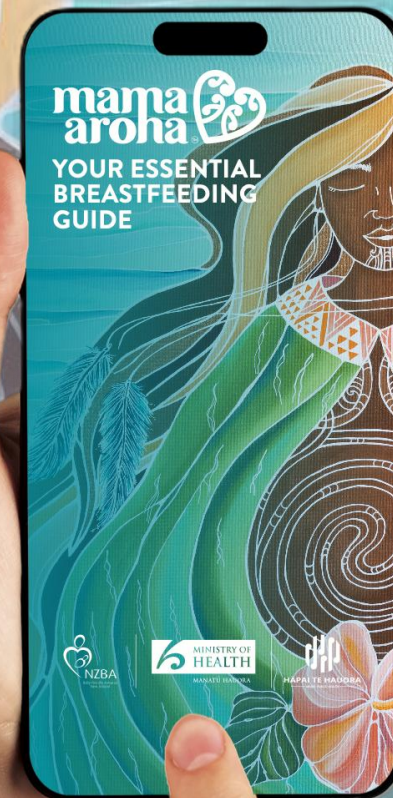
mama
aroha 



Restoring Knowledge, Changing Outcomes

Whānau-led breastfeeding and safe sleep
for health providers in Aotearoa

Amy Wray | Mama Aroha | IBCLC, Midwife, Māmā of 6



Learning Objectives:

WHY

Why breastfeeding matters for safe sleep

Understanding the connection between breastfeeding, regulation, and reducing SUDI risk.

WHEN

When conversations matter most

Why antenatal education is critical and how timing shapes outcomes.

HOW

How we have meaningful conversations

Using whānau-led approaches to support informed, empowered decision-making.

WHO

Who holds responsibility

Creating a collective approach — it takes a village to support pēpi and whānau.

WHERE

Where whānau find support

Connecting families to practical tools, resources, and ongoing guidance.

WHAT

What this means in practice

Bringing it all together to improve breastfeeding and safe sleep outcomes.

Breastfeeding protects the baby

- **ANY** BF for at least 2 months is associated with about half the risk of SUDI and does not need to be exclusive to show this protective association.
- The protective effect gets stronger with longer duration.
- Breastfeeding is part of the biology of SUDI prevention — not an “extra” message.
- Thompson JMD, Tanabe K, Moon RY, et al. Duration of Breastfeeding and Risk of SIDS: An Individual Participant Data Meta-analysis. *Pediatrics*. 2017;140(5):e20171324.

Safe sleep protects the environment

- Back to sleep for every sleep.
- Flat, firm, baby-specific sleep space.
- Smoke-free, vape-free, alcohol/drug-free sleep environment.
- Current Hāpai Te Hauora messaging is practical, judgement-free, and culturally grounded.

Co-protective

Breastfeeding supports internal protection. Safe sleep supports external protection. We need to teach them together.

Breastfeeding supports several protective systems

Arousal

Breastfed infants are more easily aroused from sleep than formula-fed infants — important because impaired arousal is part of the SUDI pathway.

Cardiorespiratory stability

Breastfeeding and skin-to-skin support more stable breathing, heart rate, and autonomic regulation.

Optimal Brain Development

The higher concentration of DHA in brains of breast-fed infants may explain the improved neurodevelopment reported in breast-fed compared with formula-fed infants

Breastfeeding protects during sleep

Microbiome + gut

Breastfeeding helps establish a healthy microbiome and supports immune and inflammatory regulation.

Immune protection

Human milk reduces respiratory and gastrointestinal infections, which are linked with increased SUDI vulnerability.

Maternal attunement

Breastfeeding is linked with stronger maternal brain responses to infant cry in regions tied to empathy, bonding, and sensitivity.

Why breastfeeding is important for baby!

Breastfeeding is the physiological way to provide nutrition for your baby.

The World Health Organisation (WHO) recommends that your baby is given nothing other than your breastmilk for the first 6 months of life, when solids can then be introduced.

Continued breastfeeding for up to 2 years and beyond is also encouraged as it continues to offer health benefits and still provides key nutrients and immune protection.

DID YOU KNOW EXCLUSIVE BREASTFEEDING HAS BEEN SHOWN TO:

Decrease the risk of:

- Sudden Unexpected Death in Infancy (SUDI)
- Cardiovascular disease, obesity and Type 2 Diabetes later in life

May provide protection against:

- Chest infections, ear, urinary tract infections
- Chronic tummy problems (e.g., diarrhea and vomiting)
- Some childhood cancers (e.g., leukemia)
- Allergic conditions such as eczema and asthma

It promotes:

- Good mental, emotional, and physical health
- (Including maternal mental health benefits)
- A strong connection and bonding process between mother and baby
- A sense of trust, security, and emotional pleasure in baby
- Development of a healthy immune system
- Optimal brain development, supporting cognitive and neurological growth

How does the World Health Organisation (WHO) rank infant feeding options?

1. Breastfeeding (Exclusive for the first 6 months)
2. Mother's expressed breast milk
3. Donor human milk that is appropriately screened
4. Infant Formula (Commercially prepared)

BREASTFEEDING IS FREE & ALWAYS AVAILABLE •
NO NEED FOR STERILISING EQUIPMENT OR HEATING—IT'S READY WHENEVER YOUR BABY NEEDS IT!



BREAST MILK

Designed for your baby's brain and immune system!



Breast milk is more than just food—it's a living substance uniquely designed for your baby's development. It builds both their brain and immune system in ways no other milk can. Breast milk changes from feed to feed and throughout your breastfeeding journey, adapting to the needs of your baby as they grow.

Remember that Breast Milk...

IS EASILY DIGESTED

Nutrients are more easily absorbed and used by your baby. It only takes approximately 48 mins to move through the gut.

CONTAINS POLYUNSATURATED FATTY ACIDS

Critical for the development of the brain and retina.

How Breast Milk Supports Brain Development

- Contains DHA (an essential fatty acid) and choline, which are critical for brain growth and cognitive development
- The fats in breast milk are structured to perfectly fuel your baby's growing brain

Immune Protection Like No Other

- Breast milk contains live antibodies and immune cells that protect your baby from infections—something formula can't replicate
- Breast milk adapts! When you're exposed to germs, your body makes antibodies that pass to your baby, giving them extra protection

Species-Specific Milk: Tailored for Each Baby

Just like other animals have milk designed for their young, human breast milk is crafted for human babies:

- Cows need milk high in protein and fat for rapid physical growth
- Whales need thick, fatty milk to help baby whales build blubber
- Human babies need breast milk focused on brain development and immune protection

Did you know?

A baby's brain doubles in size during the first year of life, and breast milk provides the right balance of nutrients for this rapid growth!

Breast milk contains over 200 different sugars (oligosaccharides) that feed the good bacteria in your baby's gut, helping build a healthy immune system.



Breast milk is the most nutrient dense superfood in the world!

- **Breast Milk is 100% organic, no artificial additives or preservatives**
- **Living, changing substance adapting to baby's needs**
- **Composition varies throughout the day and over time**

CARBOHYDRATES

(accounts for 40% of the total calorie reserve)
Primarily Lactose (sugars) providing energy for growth and brain development.

PROTEINS

Whey (60%)
Easily digestible, rich in antibodies.
Casein (40%)
Slower digesting, antimicrobial properties.

FATS

Essential for brain and nerve development. Fat content increases as feeding progresses.

WATER

(87% on average)
Hydration perfectly calculated-no need to give extra water. This will even adapt based on environmental temperatures.

VITAMINS & MINERALS

Easily absorbed due to unique enzyme carriers in breast milk. Includes: Vitamins A (vision), D (bone formation), E (antioxidant), K (Blood Clotting), B12 (Neurodevelopment) C (Immunity), Calcium (Skeletal), Iron (Blood), Zinc (Growth)

The Dynamic Nature of Breast Milk

- Colostrum (pregnancy-4 days): Rich in antibodies & growth factors
If born premature there's higher levels of growth factors, fat and protein & iron
- Colostrum-anti-inflammatory and anti-infectious effects and known roles in regulating early intestinal colonisation and immune development
- Transitional Milk (first 2 weeks): Higher in fat and lactose
- Mature Milk: Stable but still adapts to infant's changing needs, when weaning the milk provides a boost of immune factors

Breast Milk Composition Changes

- During a single feeding (fat content)
- Throughout the day
- As baby grows
- In response to infant illness

Did you know?

Formula is not a living substance and cannot replicate the dynamic, adaptive nature of breast milk!

A woman with long dark hair, wearing a pink and white patterned top, is smiling and holding a baby. The background is a decorative red and white pattern with circular motifs.

Breasts are Amazing!

We have been producing this miraculous substance since the beginning of human existence.

Remember...

While breastfeeding offers many benefits, it's important to support all mothers in their infant feeding decisions. Success often depends on great support, education, and individual circumstances.

Breastfeeding is a bit like learning to ride a bike... you'll probably fall off a few times, but with practice & the right support behind you, you'll get it & once you get it...

you've got it!

Breastfeeding can help with...

- Losing pregnancy weight as breastfeeding burns an additional 500 kcal per day on average, that's the equivalent of swimming approximately 30 laps in a pool!
- Slower return of periods and natural birth spacing
- Less stress and better moods from regular oxytocin being released
- Confidence in mothering ability and is associated with lower rates of depression
- Creating a close bond and attachment to baby

Breastfeeding can reduce your risk of...

- Breast and Ovarian cancer
- Rheumatoid arthritis and Osteoporosis
- Type 2 Diabetes Mellitus
- Postpartum Depression
- Iron Deficiency Anaemia

It's FREE & saves time, the most cost-effective option!

- So convenient- Can feed anytime... anywhere and always a perfect temperature
- Environmentally friendly-reduces carbon footprint
- Healthy mother + healthy baby = healthier family overall

Breastfeeding requires...

10% SKILL + 10% KNOWLEDGE + 80% CONFIDENCE

Just trust your body, trust your breasts, trust your baby...

You can do it!

WHAT IS SUDI?

Each year in Aotearoa, around 50 pēpi under 12 months old die from SUDI (Sudden Unexpected Death of an Infant)

This happens when a pēpi dies suddenly in their sleep, often without warning. Many of these deaths can be prevented.

WHAT INCREASES RISK FOR SUDI

- ✓ Māmā smoked during pregnancy
- ✓ Bedsharing with pēpi if Māmā smoked in pregnancy
- ✓ Unsafe sleep spaces
- ✓ Alcohol or drug use around pēpi
- ✓ Premature pēpi (born early) or very small (under 2500 grams at birth)

Smoking in pregnancy = **6 x** INCREASED RISK OF SUDI

Smoking in pregnancy & bedsharing = **32 x** INCREASED RISK OF SUDI

FOUNDATIONS FOR SAFE SLEEP:

Good safe sleep practices begin during pregnancy. A healthy, supported Māmā with good kai, rest, and whānau around her gives pēpi the best start. Once pēpi is born, here are some ways whānau can keep pēpi safe every sleep.



Keep these practices consistent as pēpi grows and becomes more active.

This new messaging was developed with whānau because previous messaging was described as clinical, disconnected, and not reflective of real life.

Safe Sleep Guidelines

Keep pēpi close and safe EVERY sleep.

1

Sleep on their back, face clear

Always place pēpi on their back with face and head uncovered. This position reduces the risk of SUDI.

2

Use a firm, flat, clear sleep space

Use a cot, bassinet, wahakura or pēpi-pod or other pēpi moenga that is flat, stable, and has a firm mattress.

Avoid soft surfaces—pillows, beanbags, armchairs, soft toys, bumper pads or loose blankets.

3

Same room as you (first 6–12 months)

The safest place for pēpi to sleep for the first 6–12 months is in their own safe sleep space in the same room as you.

4

If you bedshare, make it safer

Never bedshare if you (or anyone in bed) has smoked (during hapūtanga/pregnancy or after), had alcohol, drugs or sleepy medicines.

Never sleep with pēpi on a sofa or armchair.

Keep pillows/duvets away from pēpi's face; keep pets/other tamariki out of the bed.

Lay pēpi on their back in a clear, flat space beside you—not between adults and not cropped up on your arm; keep bedding away and check for gaps/edges.

Consider a wahakura or pēpi-pod on the bed to create a protective barrier.

5

Smoke-free always

Smoking in pregnancy and after birth greatly increases the risk of SUDI. Keep the home and car smoke-free.

6

Breastfeed if possible

Breastfeeding is linked to a lower risk of SUDI and supports bonding, immunity, and development.

7

Avoid Overheating

Dress baby in light layers. Tuck blankets below shoulder level. Keep the room temperature around 16–20°C

Bedtime Checklist:

- Sleep on their back
- Firm & flat surface
- Face clear
- No loose bedding
- Smoke-free
- Not on sofa

Ensure baby has their own safe space to sleep

Smoking in pregnancy + bedsharing are the two greatest SUDI risk factors. So it's essential to place pēpi in their own safe sleep space. If sharing an adult bed, use a moenga pēpi (wahakura, pēpi-pod, Moses basket) to create a protective barrier so others know pēpi is there.

Safe Sleep Guidelines

A balanced, evidence-based kōrero for informed choice.

Assess > Tailor > Plan

- Ask about usual sleep location, feeding, culture/whānau supports, and substance use
- Advise on the safest option (own clear sleep space in the parents' room) and the safest way to bedshare when it happens

Highest-risk situations (avoid bedsharing)

- Any smoking in pregnancy/after birth (parents or household)
- Alcohol, recreational drugs, sedating medicines, or extreme tiredness
- Sofa/armchair sleeping
- Preterm or low birthweight pēpi; unwell pēpi

Safer bed sharing (when there are no high-risk factors)

If any of the following high risk factors apply, do not bedshare—place pēpi in their own safe sleep space.

- Smoked in pregnancy or now,
- Alcohol/drugs/sedating meds
- Extreme tiredness
- Prem/low-birthweight or unwell pēpi
- Sleeping on sofa/armchair

Safer bed sharing includes:

1. Sleeping on their back, face clear.
2. Create a clear space beside you— not in between adults or cropped up on your arm, avoid gaps and edges.
3. Adult bedding is low and away from the face, no pillows, pets or other children near pēpi.
4. Consider a wahakura/pēpi-pod on the bed to create a protective barrier.

Moenga pēpi (sleep space) — recommended features

- Physically robust; portable; provides a barrier
- Flat-bottomed; stable; fits a firm mattress
- Sized for ~3–4 months use and to fit between parents
- Culturally attractive and acceptable to whānau

Support protective factors

- Breastfeeding support (positioning, night feeds, community lactation support)
- Smoke-free whānau plan; cessation supports
- Model a clear, flat sleep space in your setting

“The safest place for pēpi is their own firm, flat, clear space in your room.”



KEEP YOUR BABY SMOKE-FREE!

Protecting Your Baby from Smoke Exposure and SUDI

Quit or Cut Down

Your best option is to quit and become smoke-free. Utilize free services and tools for support:

- QUITLINE: 0800 778 778
- Nicotine Replacement Therapy (NRT): Consult a healthcare professional for appropriate options like gum, patches, or lozenges
- Self-Help Resources: Manuals and support groups
- Lead Maternity Carer: Seek guidance and support.

Continue Breastfeeding

The benefits of breastfeeding outweigh the risks of nicotine exposure through breast milk. Breastfeeding provides essential nutrients and immune protection.

Smoke Away from Your Baby

- Smoke outside and away from your baby
- Always wash your hands after smoking
- Wear a jacket while smoking and remove it before holding your baby

Timing Feeds

- Smoke immediately after breastfeeding to allow nicotine levels to decrease before the next feed
- Nicotine levels peak shortly after smoking and decrease by half in about 95 minutes

Monitor Baby's Health and Milk Supply

- Smoking can reduce milk supply and affect the letdown reflex
- Monitor your baby's weight gain and milk intake
- Smoking during pregnancy may cause baby to experience nicotine withdrawal after birth, leading to irritability, restlessness, and increased feeding frequency as they seek comfort

Health Risks

- Smoking increases the risk of Sudden Unexpected Death in Infancy (SUDI), colic, and respiratory infections
- Breastfeeding helps protect against these risks by boosting the baby's immune system

ALCOHOL & BREASTFEEDING

What You Need to Know...

How Does Alcohol Get Into Breast Milk?

- When you drink alcohol, it is absorbed into your bloodstream through the stomach and intestines.
- Alcohol then passes freely into the alveoli in the breast, where milk is made.
- It takes 30-60 minutes for alcohol to peak in your milk on an empty stomach and 60-90 minutes if taken with food.
- The amount of alcohol in your blood is the same as in your breast milk. As alcohol leaves your bloodstream, it also leaves your breast milk.



Things to consider

- **Your Baby's Age:** The younger your baby, the more immature their liver is, making it harder for them to process alcohol. Babies under 3 months take about twice as long to clear alcohol from their system compared to adults.
- **Your Weight:** Heavier individuals metabolize alcohol faster than lighter individuals.
- **Amount and Strength of Alcohol:** The more alcohol you consume, the longer it stays in your system and breast milk.



Alcohol Consumption While Breastfeeding

It is safest to avoid drinking alcohol while breastfeeding, as there is no completely "safe period" when alcohol exposure is risk-free. However, if you choose to drink, consider the following:

Effects on the Mother

- Alcohol can impair your ability to care for your baby by altering brain function and affecting behavior
- It may cause fatigue, increase susceptibility to depression, and decrease appetite—potentially affecting your ability to breastfeed effectively

Effects on Breastfeeding

- Alcohol can interfere with the letdown reflex by disrupting hormone levels (oxytocin), which may reduce milk production
- It can also alter the composition, odour, and flavour of breast milk

Effects on Baby

- Alcohol reduces milk intake—babies may consume up to 20% less milk after maternal alcohol consumption
- Disrupts sleep-wake patterns, leading to less sleep
- Can cause drowsiness, weakness, abnormal weight gain, and impair motor development
- Alcohol accumulates in a baby's system and takes twice as long to clear compared to adults

Pumping & Dumping your Breastmilk DOES NOT reduce the alcohol in it... only TIME will!

Key Guidelines for Drinking while Breastfeeding

Plan Ahead

- Consider timing it right after a breastfeeding session so that by the time your baby feeds again (2-3 hours later), the alcohol has had time to clear from your system
- Arrange for someone to look after baby who is not going to be affected by alcohol
- Eat before and while drinking
- Expressing ahead is a good idea in case you drink more than you planned or you feel affected by the amount you have consumed

Moderation is Key

- Occasional light drinking (1 standard drink) is unlikely to harm your baby if timed appropriately. However, frequent or heavy drinking poses significant risks
- Consider alternating alcoholic with non-alcoholic or choose low alcoholic drinks

Pumping & Dumping Myth

- Pumping and dumping does not remove alcohol from your breast milk. Only time will reduce the amount of alcohol in your system
- If you miss a feed and your breasts become uncomfortable, then express some milk & discard it

Monitor Baby's Behavior

- If you notice changes in your baby's feeding patterns or behavior after consuming alcohol (e.g., drowsiness or irritability), consider reducing or eliminating alcohol consumption while breastfeeding

Alcohol Clearance Time (Approximate)

1 STANDARD DRINK	=	1-2 HOURS	until clear
2 STANDARD DRINKS	=	2-3 HOURS	until clear
3 STANDARD DRINK	=	3-4 HOURS	until clear
4 STANDARD DRINKS	=	4-5 HOURS	until clear

Note: These times are approximate and can vary based on individual factors such as body weight and metabolism.

WHAT IS A STANDARD DRINK?



330ml bottle
5% beer



100ml wine
@ 12.5%



335ml bottle
8% RTD



Standard
Drinks™



10g OF ALCOHOL



750ml bottle
13% wine



1L bottle
41% spirits



3L cask
12.5% wine

Standard drinks measure the amount of pure alcohol you are drinking. One standard drink equals 10 grams of pure alcohol.

Do NOT sleep with baby if you are affected by alcohol.

Breastfeeding starts in pregnancy — not after birth

Definite intent matters

Compared with tentative intent, women with a definite intent to breastfeed were 24× more likely to initiate, 7× more likely to breastfeed to 4 weeks, and 3× more likely to breastfeed beyond 10 weeks. **Julia M. Gabhart, MD, IBCLC**

Antenatal education matters

Prenatal breastfeeding education can strengthen intent, increase breastfeeding knowledge, decrease the attractiveness of formula feeding, and improve breastfeeding rates in low-income populations.

Continuum, not one-off

WHO/UNICEF recommend breastfeeding counselling antenatally and postnatally, at least six times and additionally as needed, as a continuum of care.

Pregnancy

Birth

First days

Early weeks

Beliefs, intent, planning

Plan is tested

Skills + reassurance

Support prevents drop-off

“Our beliefs influence our behaviors, and our behaviors shape our outcomes”

“When we shift belief, we shift behavior-and when behavior changes, outcomes change. “

“Mā te titiro whakamuri, ka kite i te huarahi haere whakamua.”

Look back to see the pathway forward.

This is the reframe: we are not pushing breastfeeding onto whānau. We are creating a safe environment for them to make an informed choice that feels meaningful, culturally safe, and theirs.



What misses the mark

- Telling mothers why they must breastfeed
- Correcting before listening
- Safe sleep and feeding taught as separate
- Saying things like make sure, you should, don't do that.

Result: pressure, shame, disengagement

1 Explore beliefs

What shapes your view of breastfeeding? What has been normal in your whānau?

2 Find the why

What matters to you?
What are your hopes for your baby and for yourself?

3 Share the evidence

Connect the science to their values —as support for their decision.

4 Make a plan

Where will support come from at 2am? What will safe night-time feeding look like?

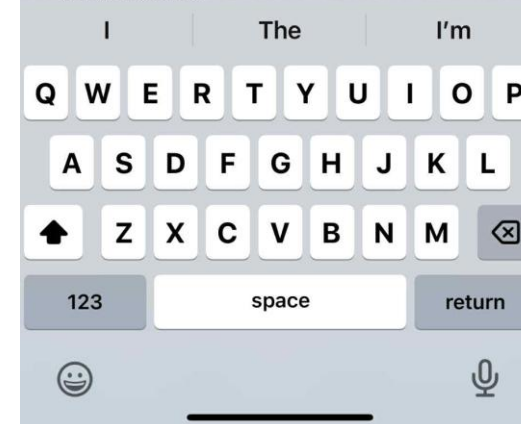
In hapū wānanga, the goal is not “make us agree”. It is help me connect, choose, and remember my own why.

EXPLORING YOUR REASON WHY!

What do you feel most connected to in this topic?
Why is breastfeeding important to you?

KNOWING YOUR VALUES

Our values shape the way we make decisions, so knowing what's important to you - whether it's bonding with your baby, health, or flexibility - will help guide your breastfeeding journey.
Write down your top 3 values and why these are important to you.



What would you change as a result of what you learned?

Good Nutrition

Co sleeping, making sure they are in a safe sleep space

Drinking

Smoking

Natural Birthing

I want to consider a water birth

Protect, provide, potential

My birthing plan

Using traditional practices

Knowing more about immunisations

Handling my baby

Be more spiritually connected to my Pepi and his culture

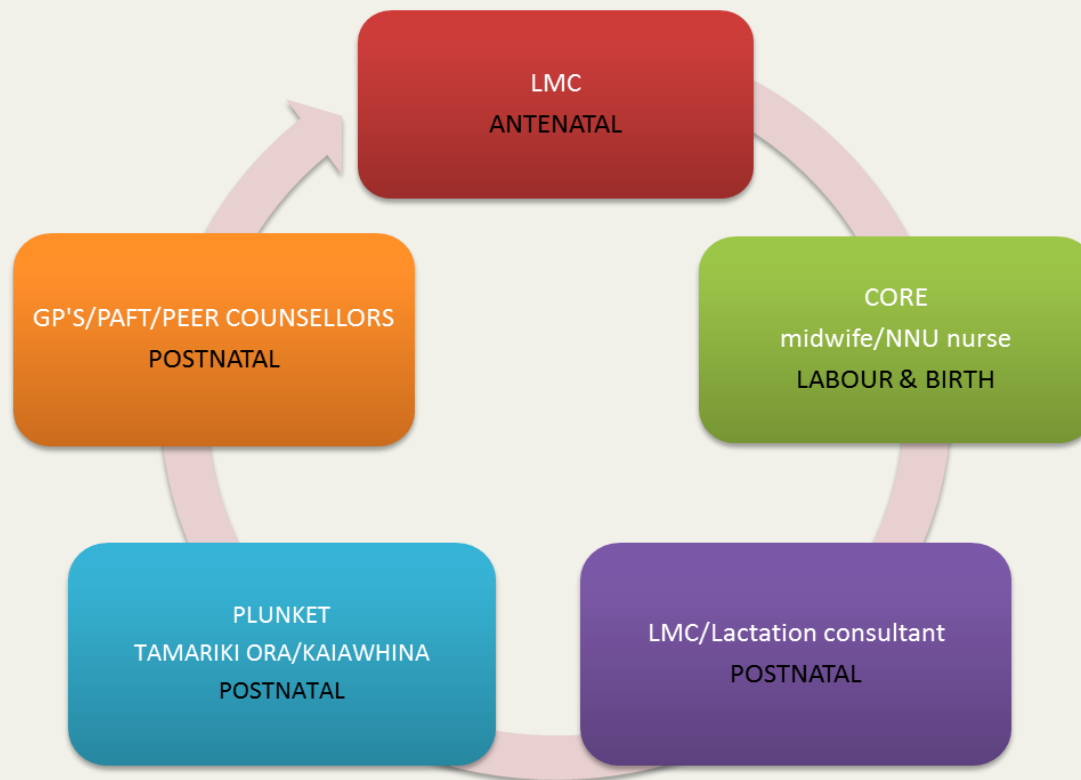
Feeding baby

Sleeping baby

Breastfeeding



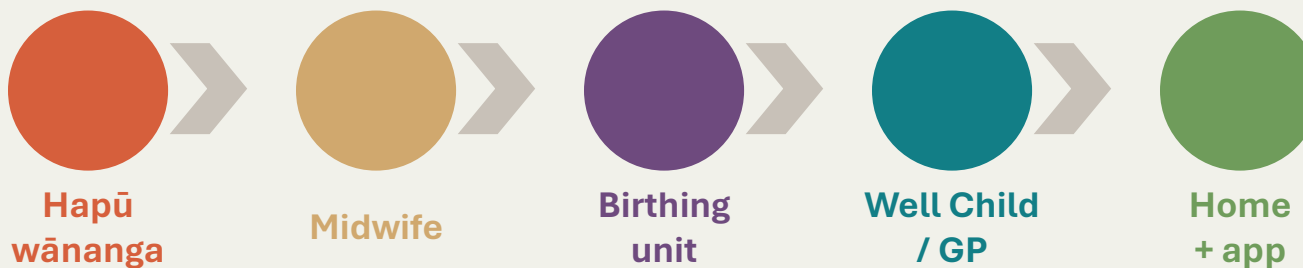
Whānau should not have to decode different advice from different providers. Consistency builds confidence.



Same message × many touchpoints = stronger learning



Mama Aroha care pathway





mama
aroha
COLLECTIVE

Ko Wai Mātou | Who We Are

The Māmā Aroha Research
Team

- Māmā
- Whānau
- Midwives
- Lactation Consultants
- Health Practitioners
- Academics

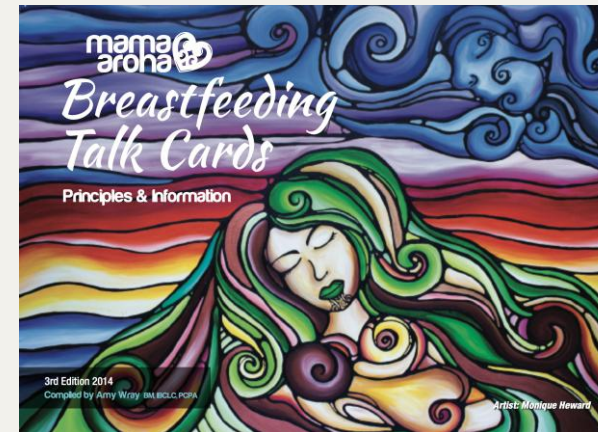
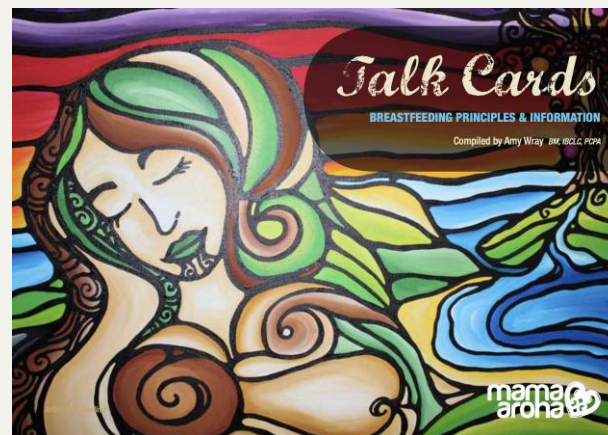
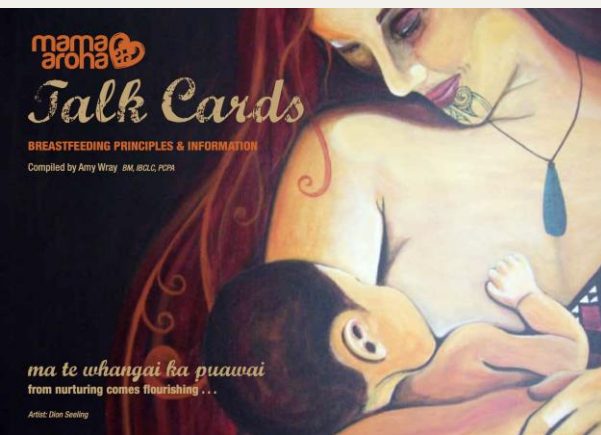
*A collective, kaupapa Māori-
grounded collaboration*



origins



- 2010: Launched Talk Cards
- 2020: Pandemic → digital need
- Partnership with NZBA, Hāpai te Hauora, Kiwa Digital
- 2021: App launch
- 2023: Research Published
- 2025: App updated



The process

Health Provider language

Whanau Language



SKINTO SKIN
The Centre Of My World!

...why is it so important?

The amount of time spent in uninterrupted skin-to-skin contact immediately after birth and in the days & weeks following is crucial for successful breastfeeding and overall well-being. If medical reasons prevent this from happening, you can **ALWAYS** re-establish skin-to-skin contact at any time and enjoy all the benefits.

Key Benefits of SKIN TO SKIN:

- **Bonding:** Enhances mother-baby bonding and emotional connection.
- **Brain Development:** Supports better brain and cognitive growth
- **Breastfeeding Duration:** Increases the likelihood of prolonged breastfeeding
- **Calming Effect:** Reduces crying and stress hormones in the baby
- **Oxytocin Release:** Known as the "love hormone," oxytocin helps:
 - Contract the uterus
 - Increase maternal temperature to keep baby warm
 - Promote milk let-down
 - Enhance feelings of calmness and love
- **Baby Stability:** Stabilises heart rate, temperature, blood pressure, pulse, oxygen saturation, and blood sugar levels
- **Immune System:** Helps colonise the baby with beneficial maternal flora

Safe SKIN TO SKIN practices:

- Place baby naked on your bare chest with a cover over baby's back, ensuring a warm environment
- Ensure baby has a clear airway.
- If you are tired or have taken medication, ensure an alert adult is present

© 2020 Māori Health. All rights reserved. Why Skin to Skin 06B



The power of kiri ki te kiri (skin to skin)

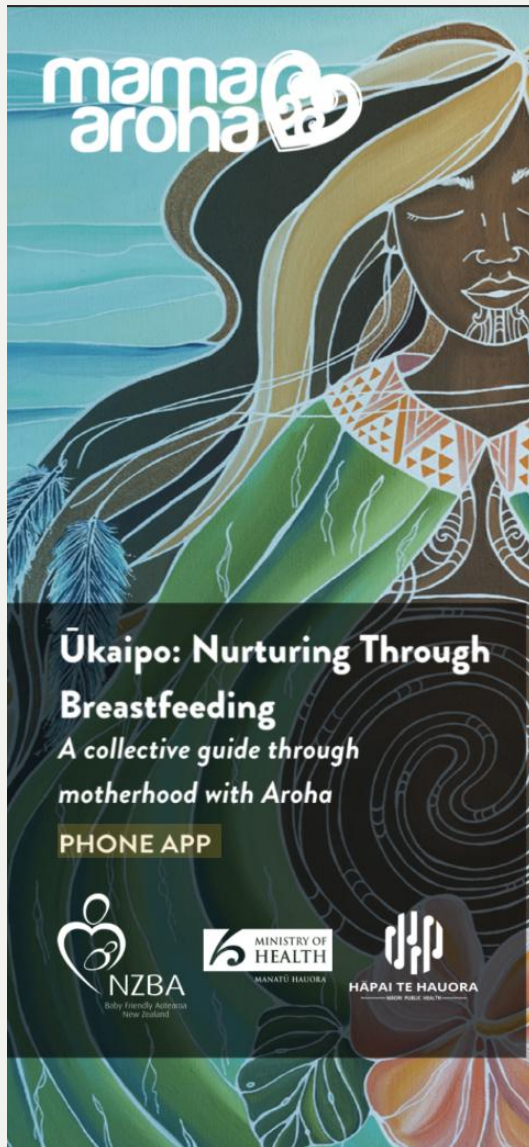
Why It's So Important
Spending time in uninterrupted skin-to-skin contact with your baby - immediately after birth and in the days and weeks that follow - is crucial for successful breastfeeding and overall well-being. Even if you couldn't do this right after birth, you can always start skin-to-skin contact later and still enjoy all the benefits!

Key benefits of skin-to-skin contact

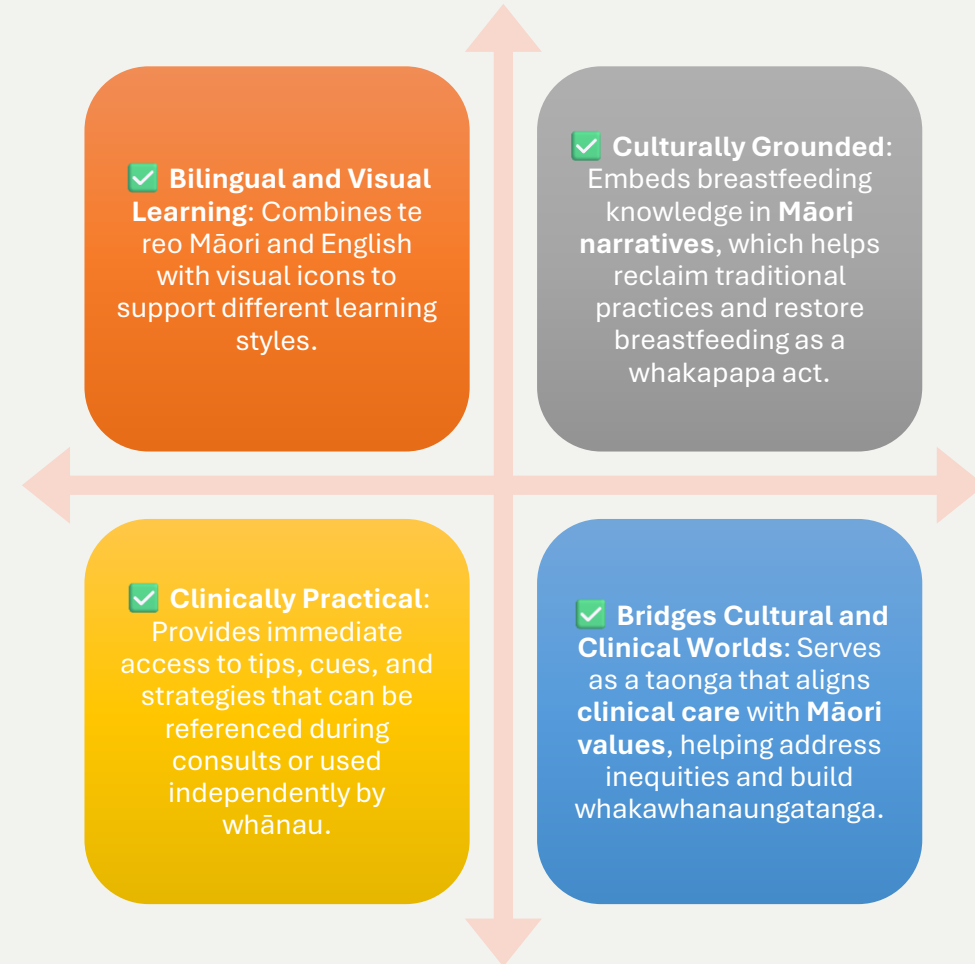
Safe skin-to-skin practices

Contents Support Info





Why the Mama Aroha App Is Effective



What whānau told us

Evidence from the Mama Aroha app

Digital support worked best when it was simple, visual, local, and available when whānau actually needed it.

10%
Reading

20%
Hearing

30%
Seeing

50% **Seeing
& hearing**

30% **Seeing
& discussing**

“I think I used it religiously in the first few months, because it's got all the information that someone wants to know. And most of it's concise. And then, obviously, the diagrams and the pictures to assist. It's got everything from baby to mum to transitions to positions. Yeah, everything you need to know. It's like a one stop shop, which is awesome.”

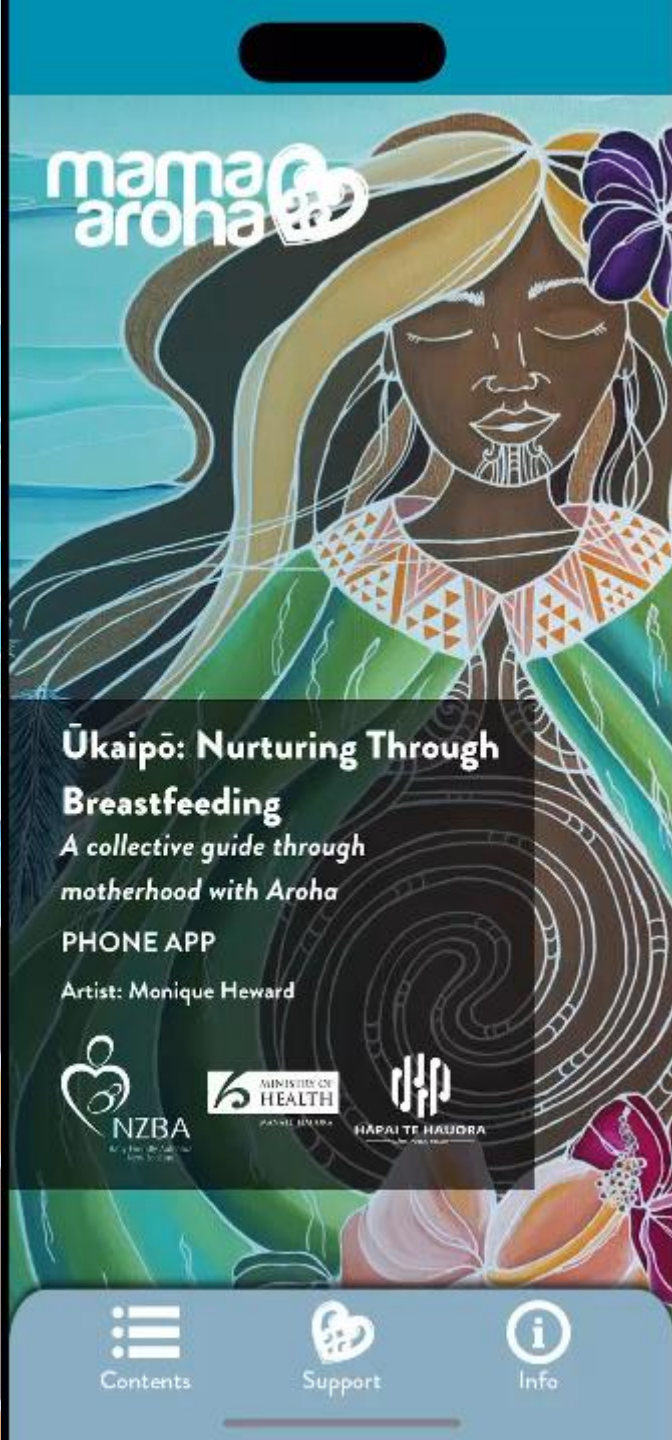
Learning improves when information is visual, conversational, and interactive.

Visual tools also help ensure we are sharing consistent messages across services.

Snapshot of App

15,000+ downloads

Highest ranking educational app
in 2023 in nz



Where to find ongoing support

Join the movement to reclaim and revitalise breastfeeding knowledge – restoring it to women and families. With culture, confidence, and connection, let's empower whānau, celebrate breastfeeding, and create lasting change – one whānau at a time.

GET IT ON
Google Play



Download on the
App Store



mamaaroha.com or scan the QR Code for more.

@mamaaroha.official @Mama Aroha



Get Your FREE Breastfeeding App

Information - when you want it, where you want it, as you want it



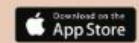
Download the free BreastFedNZ app to find breastfeeding help, information and support.

Search Google Play or iTunes for BreastFedNZ



BreastFedNZ

www.breastfednz.co.nz
BreastFedNZ



Mama Aroha ecosystem



QR: SUDI resources

A calm, confident, and culturally grounded approach to breastfeeding education!



Antenatal Essentials:
Preparing for
Breastfeeding
Success

- Feel prepared before baby arrives
- Reduce overwhelm and uncertainty
- Build confidence in feeding and early days
- Designed for families and supported by providers

Breastfeeding Essentials:
Your Roadmap to
Success

Empowering Breastfeeding Success:
A healthcare providers toolkit
Success

Breastfeeding Coach:
(Peer Counsellor)

 **Join the
early
access group**



A painting of a woman with a baby. The woman is shown from the chest up, looking down at the baby. She has a tattoo on her shoulder and is wearing a necklace with a blue teardrop pendant. The baby is lying on its back, looking up at the woman. The background is dark with red and orange swirling patterns.

He Taonga-Restoring Breastfeeding Knowledge

Breastfeeding knowledge has traditionally been passed down through generations.

Over time, much of this knowledge has been lost.

Together, we have the opportunity to help restore it.

The Mama Aroha resources are simply a tool

The real impact comes from the conversations you have with whānau every day.

mama
aroha™ 

Restoring knowledge.
Supporting whānau.
Protecting pēpi.

If we align the message across pregnancy,
birth, postnatal care, and digital support,
whānau do not just hear it — they can hold
onto it.

