



Well Child Tamariki Ora (WCTO) Provider Update

November 2018

From the WCTO Promotion Team at the Immunisation Advisory Centre

In this newsletter:

- Health Professionals survey reminder (for authorised vaccinators or nurses in general practice)
- Notification of Child and Youth Wellbeing Strategy workshops, **this month**
- National Safe Sleep Day information (+ Media tips and template)
- The Ministry of Health growth chart recommendation for children and new online BMI calculator
- Upcoming events
- WCTO Symposium placeholder

Are you authorised to administer vaccinations and/or do you work in general practice?

If so, we need you! We are conducting an online health professional survey to better understand the challenges that vaccinators face when delivering the New Zealand Childhood Immunisation Schedule. The survey is open until 23 November 2018, and will take up to 10 minutes to complete. You can use this link <https://bit.ly/2NG40Cx> to go to the survey webpage.



Department of the Prime Minister and Cabinet (DPMC):

[Child and Youth Wellbeing Strategy](#)—workshop dates (November 2018)

The DPMC is running a series of workshops (see below) this month to seek feedback from the health sector on the draft Wellbeing Outcomes Framework and proposed areas of focus for the Strategy. It is not too late to register. Complete a form via this [link](#) or copy and paste this url into your browser (<https://goo.gl/forms/vl8voKnBfZehdoul2>).

Date	Location	Venue
21 Nov	Dunedin	Harbour View Lounge, Edgar Centre, 116 Portsmouth Dr, Dunedin
23 Nov	Christchurch	Manawa, Te Papa Hauora/Health Precinct, 276 Antigua St, Christchurch
26 Nov	Whangarei	Spire Pavillon, 79 Okara Dr, Whangarei
29 Nov	Auckland (Pasifika Fono)	Mangere East Hawkes Club Room, Hain Ave, Mangere East, Auckland
30 Nov	Auckland	Ko Awatea Centre of Education and Innovation, Middlemore Hospital, Otahuhu, Auckland



National Safe Sleep Day/Te Rā Mokopuna – Friday 7th December

2018 by Hāpai te Hauora

The aim of National Safe Sleep Day - Te Rā Mokopuna is to raise awareness about Sudden Unexpected Death in Infants (SUDI), with the vision of reducing the rate of SUDI in our New Zealand families and communities. SUDI is preventable and implementing the right steps can significantly reduce the risk factors.

Current data demonstrate there is still much to be done to reduce the 45+ deaths per year. Around half of these deaths are Māori infants and a quarter are of Pacific Island descent; thus, the burden of SUDI is greater in these populations.

The decline in SUDI has stalled in the last couple of years.

The two biggest modifiable risks for SUDI, exposure to tobacco smoke in pregnancy and unsafe bed sharing are the focus for the National SUDI Prevention Programme and Safe Sleep Day. Those working in SUDI protective and prevention services will also be highlighting the benefits of:

- breastfeeding
- positioning baby on their back to sleep
- immunising babies on time,

while advising those using alcohol or drugs prior to or during pregnancy where they might receive appropriate help.

National Safe Sleep Day offers health practitioners and in particular midwives and Well Child/Tamariki Ora nurses the opportunity to remind pregnant woman and their families of the availability of stop smoking support. While some midwives and other WCTO providers are engaged with pregnant women and their families to support this behaviour change endeavour, there is also the opportunity to access free and often incentivised stop-smoking support from specialist practitioners in this field.

Wānanga wahakura (one or two days weaving a safe sleep device made from harakeke with expert weavers and learning how to use these to protect baby) are occurring across Aotearoa over the week and weekend of Safe Sleep Day.

Hāpai te Hauora are responsible for driving the National SUDI Prevention Programme and will be attending a wānanga at Whakatū Marae in Nelson. Hāpai hope to interview/discuss with whānau in attendance some of their thoughts pertaining to the strengths they are accessing through their wānanga experience, the supports they have received or those they require to assist them in their parenting journey.

Earlier in the week Hāpai plan to bring together a team guided by expert weaver (Ngāhuia Robb) to prepare and plant (a Pā) harakeke to ensure an increase in the availability of harakeke to boost and maintain a supply wahakura in the Auckland region.

In time, every pēpi born in Aotearoa/New Zealand with an elevated risk of SUDI will have the opportunity to access a uniquely Aotearoa solution to this issue.

See the [National SUDI Prevention Coordination Service](#) website for more details and for resources. For other resources and information, search by topic (e.g., SUDI, breastfeeding, smoking cessation): the [WCTO Practitioners Handbook](#), the [Well Child](#) and [KidsHealth](#) websites.

If you are holding a Safe Sleep day event, please see again at end *Tips for engaging with media* and a sample media release form.



The Ministry of Health growth chart recommendation for children (and young people) and a new online body mass index calculator



Growth charts

Growth is an important measure of health and wellbeing. Growth assessments can reassure parents through growth surveillance and clinical assessment that their child is growing normally and, if necessary, support appropriate and timely referral of any concerns. The [Clinical Guidelines for Weight Management in New Zealand Children and Young People](#) recommends monitoring growth to promote timely identification of and support for families with children trending towards excessive weight gain.

Growth charts are a commonly used component of the growth assessment. Use of the same charts as well as the same definitions of terms such as 'overweight' and 'obese', can help ensure families receive consistent advice on growth and development for their child.

The Ministry of Health (MoH) recommends the 2006 World Health Organization (WHO) growth standards for height, weight, head circumference and body mass index (BMI) in Well Child practice.^{1,2} The growth charts will continue to be available on the [MoH website](#) but will be expanded with the addition of the [WHO BMI](#) for 2- to 5-year-olds. The WHO measures are internationally recognised as representing normal growth trajectories in a wide range of child populations.

The MoH aims to move away from classifying children as overweight or obese, and supporting practice where growth trajectory is monitored and early interventions appropriately implemented.

Online BMI calculator

The MoH recently introduced a new online [BMI calculator](#). The MoH developed this tool to improve accuracy in assessing the growth measurement and monitoring component of the B4 School Check (B4SC). BMI is the sum of an individual's weight (in kgs) divided by their height (in cms), squared. BMI can be a useful measurement when assessing growth, although only provides an estimate as it cannot differentiate between body fat and muscle mass.



The new BMI calculator prompts users to enter a date of birth, gender, height, and weight details. Based on the BMI results, the tool directs users to relevant information on nutrition, activities, sleeping and resources to support healthy life style changes. The calculator uses current definitions of overweight and obesity used in the B4SC; however, these will be updated at the beginning of next year.

For other resources and information, see the *Growth measurement and monitoring* and *Nutrition* sections in the [Practitioners Handbook](#) and [Resources on eating and activity](#).

¹ The MoH recommendation includes adopting the WHO 2007 growth reference (for 5- to 19-years-olds). Customised NZ-WHO growth charts for this cohort are currently not available.

² The WHO charts are not suitable for children with certain health conditions such as some endocrine or genetic conditions that affect growth and development.

Well Child regional symposiums

A reminder, we are conducting a series of regional symposiums, offering education updates for anyone who is involved with the Well Child Tamariki Ora programmes. These aim to provide information to support your delivery, and an opportunity to renew networks and/or create new networks with WCTO colleagues.

Topics and/or presenters from previous symposiums have included:

- Judge Andrew Becroft
- Well Child Tamariki Ora Programme update
- infant mental health
- infant and child nutrition
- essential immunisation information
- approaches to difficult conversations -
- innovations in Well Child Tamariki Ora practice
- the health/development of children exposed to methamphetamine antenatally
- SUDI update
- early engagement during pregnancy
- practice initiatives
- the art of creating a breastfeeding culture



Last week we ran a successful symposium in Rotorua. This followed the Christchurch symposium in August. Based on feedback from the Christchurch meeting, the symposium met or exceeded expectations of attendees. Participants reported finding the content useful, particularly the sessions on infant mental health (by Dr Peter MacIroy of Nelson DHB) and infant and child nutrition (by Anna Richards).

Symposium placeholder

Save the date for our next two symposiums:

- 13 March 2019, at the University of Auckland, Tamaki Campus, St Johns, Auckland
- 5 June 2019, at the Manawatu Golf Club, Centennial Drive, Palmerston North

Come and join others involved in the Well Child Tamariki Ora programme for a full day of interesting and useful presentations and discussions.

Morning tea, lunch and afternoon refreshments are included in the registration fee (\$85.00 + GST, per person). If you want to complete a bulk registration, please email imacetadmin@auckland.ac.nz for more options. [Click here to see more and register.](#)

Upcoming events and notable days

- November 19: World Day for the Prevention of Abuse and Violence Against Children
- November 20: [Children's Day](#)
- November 25: [White Ribbon Day](#) (International Day for the Eradication of Violence against Women)
- December 7: [National Safe Sleep Day—Te Rā Mokopuna](#)

- December 5: World Volunteer Day
- December 10: Human Rights Day
- December 18: World Migrants Day

Website address: www.wellchild.org.nz

Newsletter mail-out dates for 2019: February 12, May 14, August 13, November 12



Updating your contact information

You have received this newsletter because you are on our MailChimp list.

You can click on the 'update' link on the bottom of the email to change any details.

If you know other providers who do not receive our newsletter or updates, you can forward this link (<http://eepurl.com/Kp0RP>) to them to register.

****See next page for tips on engaging with the media****

Top tips for engaging with media about SUDI safe sleep messages and Safe Sleep Day—Te Rā Mokopuna

**Note that if/how you engage with media may depend on your employing body's media policies. We suggest you check these and consult your employer before making media statements.*

Find your local media.

The national Safe Sleep Day, this year on December 7 is a great opportunity for your organisation to promote SUDI safe sleep messages. Contact your organisation's spokesperson or manager to ask what your role in this can be. To find your local newspaper(s) go to www.localnewspapers.co.nz or contact details for the editor are usually on the inside front page.

Most local radio stations also have details on their websites—as a starting point, find [your local radio station](#).

Find the right “angle”.

Local media love a local angle, so enlist support of local politicians, community leaders or Safe Sleep champions to speak with media. Make sure they understand the key messages of Safe Sleep.

Make initial contact with the media.

You could be raising awareness of SUDI generally or Safe Sleep Day specifically. If you're promoting awareness of a specific event, it's best to phone about a week or two beforehand—this gives media plenty of time to organise the story and to send a reporter/photographer to attend the event.

Once you've found the best person to speak to, briefly outline the key points that make your story interesting. When explaining your idea, find out what timing works for the media, and what further information they require. Try to get the journalist's email so you can send a follow-up media release directly.

Think visually.

Pictures can be stronger than words. Think about a photo opportunity that will help the media tell your story.

Send a media release.

Follow up your phone call with a media release at least a week before your event if you are holding one. A media release should be less than one page and contain an interesting title, details about the event, background on the issue, quotes from key people like team leaders or family members (with their permission) and your contact details. Put the most important information in the first sentence or two using short, clear language throughout. Spell out any abbreviations you use (e.g., SUDI).

Appoint a spokesperson.

The spokesperson will need to know the details of the event and the key messages about SUDI and safe sleep practices. Provide their contact details on the media release, with a phone number that will be answered by them. Here are a few things to remember when being interviewed:

- Have your key messages prepared and be able to express them clearly.
- Keep your answers brief and to the point. Try not to reel off lots of facts and figures; personal stories or experiences are more engaging to an audience.

Promote away on social media!

Post a Safe Sleep Day or event update and related photos/footage on social media to ensure the best possible reach to as many people as possible. Online media can be at least as effective as traditional media.

Write a letter to the editor.

Even if you aren't organising a Safe Sleep Day event you could still write a letter to the editor of your local paper. Keep it under about 200 words and focus on a single issue. Tying your letter to a recent story/event is also a good way to get your letter published—if you do this, get in quick while the issue is still topical.

And finally, don't give up!

Don't be discouraged if your story isn't published. Not everyone will successfully attract media attention. The more letters, articles and media releases you write to your local media, the more likely your story will get published or broadcast.

Sample media release Check out our media tips and insert some local content for more interest (e.g., quotes from local champion).

Insert Date

Insert title

Te Rā Mokopuna (National Safe Sleep day) on December 7 2018 is an event which empowers our communities and organisations across Aotearoa to promote safe sleeping practices for our tamariki mokopuna.

SUDI (Sudden Unexpected Death in Infancy) is a term which refers to the unexpected death of an infant through unintentional suffocation and previously unidentified illnesses in the babies affected. The aim of National Safe Sleep Day is to raise awareness with the vision of reducing the SUDI rate in our communities. Currently approximately 44 babies are lost every year as a result of SUDI.

SUDI is preventable and the risk factors for our babies can be significantly reduced. 'PEPE' is a framework developed by SUDI prevention advocates. It is based on the best available evidence about how to prevent SUDI:

Place baby in their own bed, if co-sleeping is desired, consider placing baby safely in a wahakura (woven bassinet for infants) or pepi pod.

Eliminate smoking during pregnancy and protect baby with a smokefree whānau, whare and environment. The wider whānau can also provide support to mum by also becoming smokefree.

Position baby flat on their back to sleep.

Encourage and support mum to breastfeed.

Safe Sleep Day is all about encouraging communities and organisations to promote safe sleep practice in creative and fun ways. Examples in the workplace could include hosting events such as a wear your PJs to work day. Alternatively, wahakura weaving workshops are a way to engage the whole community.

The mission of (your organisation/community) is to (add your mission/purpose/vision here). (Insert a quote from your staff or community here showcasing innovative approaches/success stories or case studies here)

END

Further information about Safe Sleep Day are on the SUDI National Coordination website:

www.SUDInationalcoordination.co.nz or on the Facebook page: <https://www.facebook.com/MokopunaOra/>

Contact:

Add your key media contact details here: