

CBD Project – Experiences of parents living in inner city Auckland

Breastfeeding in the City

Background

The CBD Project – Experiences of parents living in inner city Auckland - was sponsored by Plunket and SKIP to look at how families with children under 5 live and cope within the Auckland CBD. The project team included representatives from The Asian Network, KINZ, Auckland Library and YMCA. This project was initiated because nurses often see families who are struggling to find support or who are isolated from the community. Factors such as immigration, housing, finances, personal relationships, physical and mental wellbeing, transport and study can all add to an already demanding situation of having a new baby or raising a family.

Findings

The key findings of this parent-led design project confirmed that parents are struggling with isolation and community disconnection, and that there are no child friendly connection points within the city for these families. In addition parents would choose to stay home rather than take their child out because they become anxious about finding somewhere to change or feed baby in public.

Four of our 13 project insights identified these issues as follows:

Insight - Parents are staying at home with their babies because inner city Auckland is not orientated towards babies.

Insight - Parents are struggling to breastfeed their children in town because there are few places where they can go and be comfortable when their children are hungry and tired.

Insight - Mental well-being of parents is linked to their parenting challenges.

Insight - Inner city Auckland doesn't feel like a community because parents are socially isolated from other parents with children of similar age.

Inner city parents want to be able to leave their homes and be confident that they can find toilet, changing and breastfeeding facilities within the 1km radius of their homes. Parents who did venture out the project team of three facilities that they use regularly, The Warehouse (downtown) now closed, Smith & Caugheys (1st floor) and Auckland City Library.

The Proposal

Plunket will bring together a small group of interested parties to look at how we can improve breastfeeding in the city for both residents and visitors.

It is expected that this project would be completed within 3-6 months, and the majority of the work will be conducted through on-line collaboration. The initial face to face meeting would be held in mid July to ensure we have the right people sitting around the table.

If you would like to join this team to improve and support breastfeeding in the city, then please contact Jacqui Arnold on 027 486 4206.

Jacqui Arnold

Project Manager

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