



# Information for organisations

## Nau mai – Welcome to He Wāhi Haumaru “A Safe Space”

He Wāhi Haumaru is a national health promotion campaign creating safe spaces for infant feeding across Aotearoa New Zealand including Breastfeeding, Chestfeeding\*, bottle-feeding, tube feeding and all other types of infant feeding.

## Become a Whānau Friendly Space

By joining this kaupapa, your business or community space pledges to:

- Support parents and caregivers however they feed their pēpi (baby)
- Empower staff to create safe, inclusive environments
- Welcome LGBTQIA+ whānau
- Stand up against harassment
- Provide comfortable, accessible spaces for feeding and care

## What Happens Next?

Once you register your interest:

- A local HWH Kaimanaaki / Champion will contact you and guide you through the joining process
- Once approved, you'll receive the He Wāhi Haumaru tohu (symbol) to proudly display
- Your space will be added to the national directory
- Your space will be promoted on various social media platforms
- You'll have access to ongoing support and resources

**Let's make Aotearoa a safer, more inclusive place for all whānau.**

**Register today and join the movement – <https://hewahihaumaru.org.nz/>**

*\*chestfeeding is an inclusive term, often used as a way for transgender and nonbinary parents to describe how they feed and nurture their babies after childbirth by feeding them milk from their chest. For more info visit <https://www.healthline.com/health/chestfeeding>*



# Benefits for organisations

There are powerful reasons to hop on the He Wāhi Haumaru waka!

## Visibility and Promotion

- Be featured on our National HWH online directory. This directory is the first of its kind and will guide whānau to HWH spaces across Aotearoa.
- Gain exposure across our social media platforms with more than 100,000 followers

## Business Benefits

- Encourage repeat visits from caregivers who feel welcome
- Expand your customer base to include parenting groups and community organisations
- Build loyalty through word-of-mouth
- Enhance your public image as a caring, progressive business

## Legal and Ethical Alignment

- Stand up for discrimination and align with human rights legislation
- Align with public health goals and social responsibility

## Simple, Low-Cost Implementation

- You don't need all the bells and whistles to become a HWH space, just a willingness and ability to create a safe and supportive space and culture.
- Gain access to the HWH toolkit providing signage, policies, guidelines and more.

## Community Impact

- Strengthen ties by showing care for whānau, tamariki and mokopuna
- Demonstrate your commitment to inclusive, whānau-friendly spaces