



MEDIA RELEASE

Wednesday 1 May 2024

Celebrating 60 years of endless love: National Mothering Week 2024

During National Mothering Week (NMW) 2024 and in the lead up to Mother's Day, the Australian Breastfeeding Association (ABA) will be celebrating the diverse and evolving nature of motherhood over the past six decades and reminding the broader public about the importance of providing support to mums – at every stage of motherhood.

From the traditional role of housewife and stay-at-home mum to the 'back-to-nature' lifestyles of the 60s and 70s, and the impacts of the women's liberation movement, to the emergence of today's working mums and mummy influencers, ABA has provided practical mother-to-mother peer support and up-to-date, evidenced-based information to mums, parents, and families.

New mum Lauren reflected on how ABA provided trusted breastfeeding information when she had baby Celia a few months ago. 'If it wasn't for the education and information that came from ABA, I am not sure we would've been as successful at breastfeeding', says Lauren.

Ainslie, mum to three teenagers, believed in trusting herself as she knew her babies best back when she had her three children in the 2010s. 'For me, and I think the biggest thing for new mums can be just finding the trust in yourself that you know your baby best and you've also got all these ABA resources and support, so keep an open mind'. says Ainslee.

Katie, a mother of two and a grandmother of three joined ABA after meeting with them in the 1980s. 'Forty years ago when I was doing my midwifery training, I came across ABA as some volunteers came to talk to the students to give us more information about breastfeeding. So, when I had my first baby 35 years ago it was a no brainer that I joined ABA before I had Adele,' says Katie.

'Across generations research highlights the continued importance of timely information and support for breastfeeding mothers like Lauren, Ainslie and Katie and their babies,' said Ms Marshall-Cerins, ABA's Executive Officer. 'From pregnancy to postpartum, returning to work, or preparing for a new pregnancy, ABA continues to empower women with education, support, and community and stands by mothers every step of the way.'

'We have reflected on the challenges faced, breakthrough moments experienced, and the shifting attitudes towards breastfeeding across generations, so are delighted to announce in NMW the launch of a brand new online learning and support resource, designed especially for expectant and new parents. **The first 72 hours-Part 1**, guides parents through the experiences of the first 24 hours after their baby's birth and is available free with ABA Virtual Village membership and accessible any time of the day or night,' added Ms Marshall-Cerins.

Click here for more information about NMW 2024 and ABA's special promotions [National Mothering Week 2024 \(breastfeeding.asn.au\)](https://breastfeeding.asn.au)

About ABA

- Today, ABA's reach to mothers and parents across Australia is bigger than ever.
- In the last year alone ABA volunteers have supported more than 60,000 calls and web-based chats on the National Breastfeeding Helpline and LiveChat services.
- More than 1.4 million families have used the Association's worldclass online resource hub of breastfeeding and parenting information.
- ABA's 600+ volunteer breastfeeding counsellors and educators also run free local support groups, Breastfeeding Education Classes and provide feeding advice at community events across Australia.

- ENDS -

National media enquiries (staffed 24/7) – 03 9686 6096 or marketing@breastfeeding.asn.au

High-Res pics available on request



Lauren Bliss with baby Celia 4 months



Ainslie Watson mum to teenagers: Mac -16, Maggie 14 and Millie 12



Katie Cross mum to children: Adele 35 & Samuel 32 and grandmother: Ruben 4, Pippa 2 & James 16 months