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*For immediate release*

## **Every mum is one in a million this National Mothering Week 3 to 9 May 2021**

The Australian Breastfeeding Association (ABA) Australia's peak body for breastfeeding is celebrating National Mothering Week (3 to 9 May 2021) as an acknowledgment of the millions of mums across Australia and the very special role that they play in our lives.

During National Mothering Week, ABA will also be celebrating the millionth call to the National Breastfeeding Helpline, that is anticipated to be made later in May. First established in 2008, ABA's National Breastfeeding Helpline (1800 686 268) provides round-the-clock breastfeeding counselling, information and support to mums and those who support them.

Available 24 hours a day, 365 days a year, this vital support service, funded by the Commonwealth Government, is staffed entirely by qualified volunteers drawing on their own personal experience and ABA training, with all volunteers being mothers themselves.

The upcoming milestone celebrates the essential role ABA has played in the lives of so many Australian mothers and their babies. As Victorian mum Vicky Symington reflects on her experience using ABA's services, including the National Breastfeeding Helpline, she says they were a lifeline for her during her early parenting years.

'I had the number on speed dial. I think, because I had an emergency caesarean, I was so anxious that I wasn't going to be able to produce enough milk, so I was constantly ringing to check about wet nappies and to help me understand the signs that my daughter had had enough milk and there was no issue with my supply', she said.

'When we introduced solids it was reassuring to have someone to bounce ideas off because there's so much conflicting information out there. ABA was able to provide the reassurance that what we were doing was right for our baby.'

In the lead up to National Mothering Week, ABA aims to celebrate the journeys of mothers like Vicky and millions of others around Australia. Events are held nationally by the Association's 130+ local groups during the week-long celebration.

ABA Executive Officer Victoria Marshall-Cerins says, 'National Mothering Week is a crucial reminder about the importance of the work of mothering and the need to resource the experiences of pregnancy, birth, and motherhood with information and support at the point of need. As we approach this milestone achievement for our National Breastfeeding Helpline, we are excited to see how we can continue to develop and nurture this Australia-wide community.'

'Our wish for all mums this National Mothering Week is that you can take precious time to reflect upon just how valued, important and precious you are. Do something special to nurture yourself. Reach out to ABA if you need a listening ear. We are here for you day and night as we are for every mother. Because every mother is one in a million!'

**ENDS**

### Media contact

Nitty Brown 0412 675 092  
Lizzie Stafford 0402 542 852  
*marketing@breastfeeding.asn.au*

### Photo Opportunity

Photos available on request. Contact *marketing@breastfeeding.asn.au*

### Resources

For more information about National Mothering Week visit <https://aba.asn.au/NMW2021>

For more information about Local Groups visit <https://breastfeeding.asn.au/contacts/groups>

### **About the Australian Breastfeeding Association:**

The Australian Breastfeeding Association (ABA) is Australia's largest breastfeeding information and support service, providing assistance to more than 80,000 mothers each year. ABA also provides up-to-date information and continuing education for thousands of health professionals working with mothers and babies. It is our vision that breastfeeding is recognised as important by all Australians and is culturally normal. As Australia's peak authority on breastfeeding, we support, educate and advocate for a breastfeeding inclusive society.

<https://www.breastfeeding.asn.au/>