

MEDIA RELEASE
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Interactive online breastfeeding education for expectant parents

The Australian Breastfeeding Association (ABA) has introduced new online breastfeeding education sessions to give support and information to families.

Breastfeeding Education Live (BEL) interactive webinars are led by qualified breastfeeding educators. They cover topics like how to position and attach a baby to the breast, read a baby's cues and whether the baby is getting enough milk. There is also information on resources and support they can use when the baby arrives.

BEL webinars were designed to allow all families access to breastfeeding information even if they live in remote or rural areas. They are even more welcome, now that many other services are closed due to COVID-19.

BELs are held on weekends and some weeknights. Registration is through the ABA [website](#). Sessions cost \$20 for ABA Members and \$125 for non-members.

'A lot of expectant parents have never held a baby, let alone seen one being breastfed', says Margaret Grove, ABA President. 'Many have missed out on the traditional learning through the generations. That's why it's so important that they have access to the kind of prenatal education that ABA is providing.'

'Online sessions are different from face-to-face interaction but they have many benefits. Many enjoy attending BELs from the comfort of their own home. They are able to ask questions and interact with other expectant parents in a small group.'

'The aim is to empower expectant parents and give them the confidence they need to breastfeed their baby.'

ENDS

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