

MEDIA RELEASE
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Breastfeeding mums helping to change communities and lives.

This National Volunteer Week, the Australian Breastfeeding Association (ABA) is proudly celebrating the efforts of our more than 1100 volunteers in supporting mothers and their babies.

The Australian Breastfeeding Association (ABA) is Australia's leading authority on breastfeeding, and works to support, educate and advocate for a breastfeeding-inclusive society.

'During the COVID-19 period, ABA volunteers have played a bigger role than ever in supporting mums in our community,' says Margaret Grove, President of the Association. She explains that while many support services have had to close their doors during the crisis, ABA has evolved to be able to reach out, in technologically inspired ways, to those in need.'

'Our 1100 trained volunteer breastfeeding counsellors and community educators have worked tirelessly to support families and communities. We run the National Breastfeeding Helpline, a pivotal support service staffed by our volunteer counsellors and available to mothers 24/7. In the 2018–2019 financial year, the Breastfeeding Helpline received 71,571 calls, and was supported by 649 volunteers who dedicated 27,000 hours of their time.

Our volunteers also deliver Breastfeeding Education sessions, breast pump hire, email counselling, LiveChat assistance, our 'Breastfeeding Welcome Here' and 'Breastfeeding Friendly Workplaces' programs, breastfeeding research, as well as our extensive network of local support groups for mothers. Our volunteers are dedicated to helping and it is wonderful that this week, their efforts are recognised.'

To find out more about ABA's online support services or to send a message of thanks to one of our dedicated volunteers visit Australian Breastfeeding Association on Facebook <https://www.facebook.com/ozbreastfeeding>.

ENDS

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