ABA's Breastfeeding Helpline Services in 2022



Supporting mums, babies and families

## Immediate, essential and equitable support



73,500+ people reached out to ABA's Helpline services



Almost 1 in 4 of all births in Australia (310,000)



Free support 24/7, every single day



Bestpractice, qualified, 1:1 support



Culturally safe and practical for everyone including Aboriginal and Torres Strait Islander women, young mothers, and parents from diverse backgrounds

## Supporting women's wellbeing\*



90% felt reassured

97% would call again 97% would recommend

95% satisfaction rate

## Significantly reducing the health system burden\*



22% said they may have stopped breastfeeding if the Breastfeeding Helpline's 24/7 help wasn't available



42% would have visited hospital or other medical services without Helpline



## Best practice, yet cost effective

 our peer-support model deeply engages for outcomes which cannot be replicated by other providers



Our qualified counsellors and educators volunteer 25,000+ hours every year

\*2022 survey respondents reflecting on their Helpline services interaction