



MEDIA RELEASE

Monday 29 July 2024

Breastfeeding support for all: World Breastfeeding Week 2024.

During World Breastfeeding Week (WBW) 2024, the Australian Breastfeeding Association (ABA) will be sharing our vision for a breastfeeding inclusive society ensuring access to breastfeeding support for mums and families.

ABA has been there to support and empower mums from diverse cultures for 60 years. Many of these mothers were born outside of Australia and turned to ABA to provide support, mentoring, training, and volunteer opportunities resulting in ABA becoming a family for many of these mums.

Katerina arrived in Australia in 2014 and when baby Luna was born in 2021, she found ABA was invaluable to her as they made her feel heard and reassured that she was on the right track with her breastfeeding journey.

'Recently I became a volunteer as I would like to provide the same support to other mums by listening to them and giving them affirmations that they are doing great', says Katerina.

Regine moved from the Philippines to Australia in 2018 and her son was born in 2019. She came across the ABA website which led her to becoming interested in volunteering with ABA.

'My tip for mothers who do not have family in Australia is to ask for help as there are many good people out there and at ABA', says Regine.

Lanita moved from Thailand to Australia to study and has two young children so used the ABA website to access resources and find a local group.

'I found my local group on the ABA website which has been a great source of community for me. I have found my tribe through ABA,' says Lanita.

'Our research has shown the vast majority of women want to give breastfeeding a go, however lack of structural and cultural supports interferes with this, and many women are unable to meet their breastfeeding goals,' said Ms Marshall-Cerins, ABA's Executive Officer.



'As a society we need to destigmatise breastfeeding and place responsibility for success on society instead of on women.'

In Australia 96% of women breastfeed when their babies are born, however less than 16% of babies are still exclusively breastfed at 5 months old (Australian Institute of Health and Welfare (2011). *2010 Australian National Infant Feeding Survey: indicator results*). ABA's National Breastfeeding Helpline uses the Translating and Interpreting Services (TIS National) to support Culturally and Linguistically Diverse women to connect with our qualified volunteer breastfeeding counsellors 24 hours a day, 7 days per week.

'As a society we are failing to enable women to achieve their breastfeeding goals. For mums born outside of Australia it is important they can connect with other mums to build communities, access trusted information, and empower themselves along their breastfeeding journeys' added Ms Marshall-Cerins.

[Click here for more information about WBW 2024 and ABA's special offers during the week World Breastfeeding Week 2024](#)

About ABA

- Today, ABA's reach to mothers and parents across Australia is bigger than ever.
- In the last 12 months ABA volunteers have supported almost 58,000 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.

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

High-Res pics available on request