



MEDIA RELEASE

Tuesday 4 February 2025

ABA's Helpline Services receive more than one thousand contacts during the Festive Season

During the 2024/25 Festive Season, 188 Australian Breastfeeding Association (ABA) volunteers answered almost one thousand calls and chats from families reaching out for support with breastfeeding. Almost 50% of these families had a newborn baby. ABA's National Breastfeeding Helpline (Helpline) is open 24/7 every day of the year, even during the Festive Season when almost all other support services are closed. ABA's incredible volunteers made themselves available to help families during this time.

"We are very grateful for ABA's incredible volunteers who gave their time during the Festive Season to support families with their breastfeeding journeys," says ABA's Executive Officer, Victoria Marshall-Cerins. "We are the only Australian service that offers free expert breastfeeding support every day and night of the year, regardless of whether it's 3 am, 3 pm, Christmas Day or New Year's Eve. We also know that 47% of families said that they would have needed to seek health professional support if it was not for the availability of our Breastfeeding Helpline services. During the Festive Season this would have meant waiting in busy hospital emergency departments. Huge thanks go to our trained volunteers who make it possible to operate this vital service and who continue each year to give their time to ensure we will be there for many more calls in the future."

South Australian based volunteer, Kezia was happy to be available to volunteer during the Festive Season. "I had a mum with a newborn who called in tears and needed someone to talk to and answer her questions," said Kezia. "I answered her questions about feeding and settling her baby and she ended the call with much more confidence and knowledge."

The Breastfeeding Helpline was established in 2008 and is complemented by other ABA services including LiveChat, the mum2mum app, breastfeeding education classes, local support groups and health professional education and training initiatives.

"ABA has been there to support and empower parents for over 60 years and has become a family for many mums," said Ms Marshall-Cerins. "From pregnancy to postpartum, returning to work, or preparing for a new pregnancy, ABA continues to empower women with education, support, and community and stands by mothers every step of the way."



About ABA

- Today, ABA's reach to mothers and parents across Australia is bigger than ever.
- The National Breastfeeding helpline is supported by funding from the Australian Government.
- In the last year alone ABA volunteers have supported almost 60,000 families through the National Breastfeeding Helpline and LiveChat services.
- More than 2 million families have used the Association's worldclass online resource hub of breastfeeding and parenting information.
- ABA's 700+ volunteer breastfeeding counsellors and educators also run free local support groups, Breastfeeding Education Classes and provide feeding information at community events across Australia.

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