



## **MEDIA RELEASE**

Thursday 1 May 2025

### **A village of support: celebrating motherhood this National Mothering Week**

During the week leading up to Mother's Day on 11 May 2025, the Australian Breastfeeding Association (ABA) celebrates National Mothering Week (5-11 May). This year ABA is highlighting how mothers have cherished the support they found by joining ABA local groups and the role ABA has played for mothers along their parenting journeys; from managing breastfeeding, to supporting family life, extending to personal growth, career advancement, and other aspect of their lives.

For over sixty years, ABA has provided practical mother-to-mother peer support and up to date, evidenced-based information to mums, parents, and families.

'ABA has more than 120 local groups across Australia. These groups are led by trained breastfeeding counsellors and educators. For more than 60 years, ABA local groups have offered new parents a village of support, friendship and timely information to help them build community, learn new skills and make new friendships in their local areas' said Ms Marshall-Cerins, ABA's Executive Officer.

New mum Joanna reflected on how joining an ABA local group helped her build a community of support when she had baby Evan, 11 months ago. 'I would definitely recommend ABA local groups as they are a great supportive way to keep you on track and a safe place to ask questions about what is really going on for you,' says Joanna.

Kathleen, mum to baby Florence and a toddler Leo, has made solid friendships at her local group and enjoys attending each month.

'When I had my son and being a new mum, I was looking for things in the local area as I had a little bit of difficulty with breastfeeding. I joined a local meet up where I got support with breastfeeding and met some local mums,' says Kathleen.



'New mums like Kathleen and Joanna benefited enormously from joining a local ABA group as they felt empowered by education, resources, and evidenced based research to help them along their breastfeeding journeys,' says Ms Marshall-Cerins."

ABA has just launched the complete package of the First 72 hours eModule this NMW25. This eModule is designed to provide new parents with a step-by-step guide for 24-72 hours after giving birth. 'This module is now available and is free with ABA Virtual Village membership and accessible any time of the day or night,' concluded Ms Marshall-Cerins.

**Click here for more information about NMW 2025 and ABA's special promotions**

[National Mothering Week 2025](#)

### **About ABA**

- Today, ABA's reach to mothers and parents across Australia is bigger than ever.
- In the last year alone ABA volunteers have supported almost 60,000 calls and web-based chats on 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 advice at community events across Australia.

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