



MEDIA RELEASE

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World Breastfeeding Week 2025: Prioritise Breastfeeding – Create Sustainable Support Systems

Every mother deserves access to the warm chain of support for breastfeeding. This August, the Australian Breastfeeding Association (ABA) will celebrate World Breastfeeding Week (WBW) by championing a powerful message: *Prioritise Breastfeeding: Create Sustainable Support Systems*—because when all actors come together to support the mother–baby dyad, the benefits last generations.

The warm chain of support for breastfeeding links different actors by coordinating efforts at all levels to provide a continuum of care. Women and babies benefit from consistent messages and proper referral systems throughout the warm chain.

As a peer support organisation, ABA is proud to play a key role in the warm chain of support for breastfeeding in Australia. By training volunteer breastfeeding counsellors and educators to provide ongoing, evidence-based guidance in the community, partnering with healthcare and service providers to ensure breastfeeding support is embedded in care systems and empowering mothers to mentor others, we create links in the warm chain of support that outlast any single breastfeeding journey.

'For over 60 years, ABA has been there for mothers through our local groups, our National Helpline services, and more recently our online live group support workshops and classes.', says Ms Marshall-Cerins, ABA's Executive Officer. 'More than 95% of new mothers in Australia want to breastfeed. They understand that it provides the best start for their babies and confers substantial health benefits for themselves. However, breastfeeding can be challenging when women are not fully supported. This World Breastfeeding Week, ABA is calling on health professionals, communities, employers and governments to identify their place in the Warm Chain of Support for Breastfeeding and contribute to building an enabling environment for breastfeeding and protect against industry influence'.

Kathleen, mum to 13-month-old Florence and three-year-old Leo made lasting friendships at her local ABA group. '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,' says Kathleen. 'I joined a local meet up where I got support with breastfeeding and met some other local mums and I also joined ABA as a member and kept my knowledge up to date via their website.'

Keita turned to ABA's LiveChat when she had a newborn and was feeling overwhelmed. 'Throughout my journey this chat saved me!! Especially in the early days where you feel like it's just you and your newborn in the whole entire world. So isolating but this provides comfort,' says Keita.

'New mums like Kathleen and Keita show us how breastfeeding support empowers women with a more satisfying and effective breastfeeding experience ,' says Ms Marshall-Cerins. 'Breastfeeding is a journey that thrives with ongoing, accessible, and culturally inclusive support.'

Click [here](#) for more information about WBW 2025 and ABA's special offers during the week.

About ABA

- Today, ABA has over 30,000 members supported by 120 local peer support groups around Australia .
- In the last 12 months ABA volunteers have supported almost 60,000 calls and web-based chats on the National Breastfeeding Helpline and LiveChat services.
- More than 2 million users have accessed the Association's worldclass website with 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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