

# Warm Chain

of Support for  
Breastfeeding



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Warm Chain of Support for Breastfeeding: The Warm Chain places the mother-baby dyad at the core and follows the first 1,000 days timeline. It strives to link different actors by coordinating efforts at all levels to provide a continuum of care. Each actor or link in the Warm Chain may already be part of an existing initiative such as the BFHI or a community health program. With consistent messages and proper referral systems throughout the warm chain, the mother-baby dyad will benefit from ongoing support and breastfeeding counselling. All mothers are then empowered with a more satisfying and effective breastfeeding experience. A warm chain of support will help build an enabling environment for breastfeeding and protect against industry influence.

For more than 60 years, the Australian Breastfeeding Association (ABA), has played a key role in the warm chain of support for breastfeeding in Australia.

Health professionals, community members, families and friends can all contribute to the warm chain through supportive actions.

This World Breastfeeding Week 2025, we invite you to claim your link in the warm chain of support, by sharing your role and sending your WBW25 postcard to [info@breastfeeding.asn.au](mailto:info@breastfeeding.asn.au). Your postcard will be added to our [WBW25 webpage](#).

I give permission for ABA to publish my submission: Yes ☐ No ☐

ABA reserves the right not to publish submissions

## Claim your link in the warm chain of support for breastfeeding:

*Name:*

*Organisation (if relevant):*

*Role:*

I am a link in the warm chain of support for breastfeeding in my community / Australia by:



Australian  
Breastfeeding  
Association

