

# The Australian Breastfeeding Association's Helpline Services:

From midnight, 24 December to midnight, 2 January\*

## Performance during the festive season 2024–25



Australian  
Breastfeeding  
Association

### National Breastfeeding Helpline – available 24/7



**961** calls made,  
**107** calls per day



**80%** of families  
were supported



**173** volunteers responded,  
giving **548** hours



**1800mum2mum**  
Breastfeeding Helpline 1800 686 268



Australian Breastfeeding Association  
volunteer, Lauren

### LiveChat – open 12 hours over the festive season



**72** chats



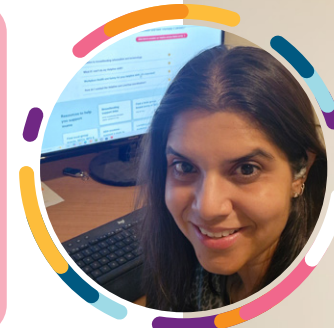
**97%** of families  
were supported



**15** volunteers responded,  
giving **180** hours



**LiveChat**  
Breastfeeding  
info with ABA



Australian  
Breastfeeding  
Association  
volunteer, Adele



**1. Reassurance**  
19%



**2. Sore breasts  
or nipples** 12%



**3. Info on  
feeding patterns**  
(too much or too little) 11%

### Top 3 reasons for contacting the Australian Breastfeeding Association

**47%**  
of parents  
with  
newborns

'I had a mum with a 5 day old baby and she started the call in tears. She just needed someone to talk to and a reliable answer to all of her questions about feeding and settling a newborn whilst navigating those emotional days post birth. She ended the call with much more confidence and knowledge.'  
Kezia, South Australia

'I did find the callers were a lot more teary, particularly on Christmas Eve, and mums were a lot more stressed. One mum in particular had a 6 week old who was feeding less frequently and who woke an hour earlier than usual from her nap and she exclaimed in tears to me "I just wanted to finish making my lasagna!"'  
Cody, Victoria

**Support ABA's dedicated volunteers. Provide 4-year, full funding  
for the National Breastfeeding Helpline and LiveChat services.**

\*From 00:01 am, 24 December 2024 to 11:59 pm, 1 January 2025 AEDT

Support for your journey, however and whenever you need it

Breastfeeding Helpline 1800 686 268 LiveChat [breastfeeding.asn.au](https://breastfeeding.asn.au)