

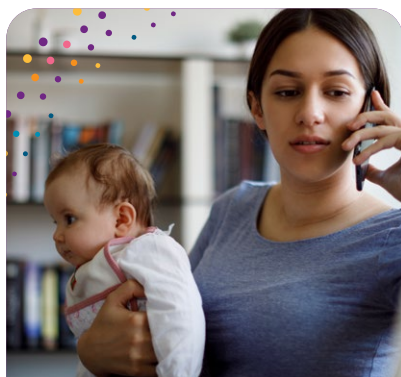
ABA's Breastfeeding Helpline Services

An independent review

'I felt heard and not at all rushed.'



'Warm, reassuring, supportive, knowledgeable and relatable.'



Valued support



From the comfort of home – no travel, no waiting rooms



Choice of call or chat



Parenting support alongside breastfeeding support



From trained volunteers who are mums themselves – not just textbook advice



Incredible impact



94.5%

parent satisfaction



\$1.4 million

saved in GP and hospital visits, in just one year



Support available
24/7, 365 days



Valued by
health professionals



Very low cost to run

compared to other, similar parenting helplines



Almost
1 in 2 parents
return for more support



National and International leaders in providing breastfeeding support

'It is wild that it is a volunteer-led service and amazing that women do this for free.'



ABA's Helpline Services are valued, cost-effective, reassuring and supportive

In 2024, the Department of Health, Disability and Ageing engaged Healthcare Management Advisors Pty Ltd to carry out an independent review of the Breastfeeding Helpline and related services.

The review examined how well the services meet their purpose, whether they can be sustained into the future, and how effective they are overall.

The review was released to the public in September 2025 and some highlights are shown here.

'Volunteers were extremely caring, empathetic, very knowledgeable.'



Why it matters



Boosts parents' confidence and wellbeing



Supports breastfeeding success



Saves families time, stress and money



'It's great to have this service to ask questions and get help without having to pay hundreds of dollars for a lactation consultant.'



'I've called three times now over two babies with different issues and always had such quality, practical advice.'



Looking ahead: as recommended by the external review, with additional government support, ABA can provide ...



New technology for a better experience



More outreach to First Nations and culturally and linguistically diverse (CALD) populations, plus young parents



Ongoing advocacy for sustainable funding

Need support?



1800mum2mum
Breastfeeding Helpline 1800 686 268



aba.asn.au/call



LiveChat
Breastfeeding info with ABA

breastfeeding.asn.au