



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Australian Breastfeeding Association calls on Australians to help raise \$10K in 10 hours for inaugural telethon to extend breastfeeding support.

On Tuesday 30 June, the Australian Breastfeeding Association (ABA) will take calls from supporters across Australia for its first Tax Appeal Telethon, raising funds to ensure more mums can access trusted breastfeeding support from the very beginning. The appeal aims to raise \$10,000 in just 10 hours.

While most Australian mothers want to breastfeed and nearly all start, many stop earlier than planned. Without timely support, early challenges can quickly become barriers. ABA exists to change that - because when mums are supported to breastfeed, the benefits extend far beyond the early weeks.

When women receive the right support, they are more likely to continue breastfeeding - leading to improved health outcomes for both babies and mothers, and stronger long-term wellbeing for families. Breastfeeding is associated with substantial health benefits, including reduced risks for babies of respiratory infections, gastrointestinal infections, ear infections and sudden infant death syndrome.

For mothers, breastfeeding is linked to significantly reduced risks of breast and ovarian cancer, with Australian research estimating that longer breastfeeding durations could prevent 329 cases of maternal breast cancer each year.

ABA's services are highly valued because they combine evidence-based information with practical, compassionate support that reflects the lived experience of mums and families.

"By listening to mums and valuing their lived experience, ABA provides support that meets families where they are - from pregnancy through the early years," said Ms Marshall-Cerins, ABA's Executive Officer.

"Breastfeeding can give babies the healthiest start in life and support maternal health and wellbeing, but it is not always easy. Timely, trusted support can make all the difference."

Funds raised through the telethon will help ABA continue delivering trusted, evidence-based support to families across Australia—from pregnancy through the critical early days and beyond.

For more than 60 years, ABA has provided peer support, education and practical guidance to help mums navigate breastfeeding, including resources like *The First 72 Hours* online learning package, which supports families during one of the most critical periods for establishing breastfeeding.

Supporters can make a tax-deductible donation by calling ABA on 03 9690 4620 between 8am and 6pm on Tuesday 30 June 2026, or by donating online at [Donate to ABA Tax Appeal](#).

"Breastfeeding is recognised as one of the most efficient and powerful health prevention measures available, so every donation represents strong value for money," said Ms Marshall-Cerins. "By helping more mums

access trusted support when they need it most, together we can improve health outcomes for mothers and babies and give more babies the best possible start.”

Grabs from mums

- Jayde: <https://www.breastfeeding.asn.au/sites/default/files/2026-05/Jayde%20MP4.mp4>
- Lauren: <https://www.breastfeeding.asn.au/sites/default/files/2026-05/Lauren%20MP4.mp4>
- Lauren 2: <https://www.breastfeeding.asn.au/sites/default/files/2026-05/Lauren%202%20MP4.mp4>
- Lucy: <https://www.breastfeeding.asn.au/sites/default/files/2026-05/Lucy%20MP4.mp4>
- Simonetta: <https://www.breastfeeding.asn.au/sites/default/files/2026-05/Simonetta%20MP4.mp4>

About ABA

- For more than 60 years, ABA has been Australia’s leading authority on breastfeeding support, education, and advocacy.
- ABA provides a range of services including a 24/7 Breastfeeding Helpline, LiveChat, and a wealth of resources for both parents and healthcare professionals.
- In the last 12 months ABA volunteers have supported almost 60,000 Helpline calls and web-based chats on the National Breastfeeding Helpline and LiveChat services.
- More than 2.5 million users have accessed the Association’s worldclass website for breastfeeding and parenting information.
- ABA’s 650+ volunteer breastfeeding counsellors and educators also run free local support groups, Breastfeeding Education Classes and provide feeding advice at community events across Australia.
- From pregnancy to early parenting, returning to work, or preparing for a subsequent pregnancy, ABA continues to empower women with education, support, and community and stands by mothers every step of the way.

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Source references for health benefit statistics

The breastfeeding health benefit statistics in this release are drawn from ABA submission material, including:

1. Horta, B. L., & Victora, C. G. (2013). *Short-term effects of breastfeeding: a systematic review on the benefits of breastfeeding on diarrhoea and pneumonia mortality*. Geneva: World Health Organization.
2. Bowatte, G., Tham, R., Allen, K. J., Tan, D. J., Lau, M. X. Z., Dai, X., & Lodge, C. J. (2015). *Breastfeeding and childhood acute otitis media: a systematic review and meta-analysis*. *Acta Paediatrica*, 104, 85–95.
- Meek, J. (2022). *Policy Statement: Breastfeeding and the Use of Human Milk*. American Academy of Pediatrics.
3. Jordan, S. J., et al. (2015). *Cancers in Australia in 2010 attributable to total breastfeeding durations of 12 months or less by parous women*. *Australian and New Zealand Journal of Public Health*, 35, 418–421