

## Media Release – February 2019

*For immediate release*

### Connecting mothers for over half a century

The Australian Breastfeeding Association (ABA) has been connecting mothers and providing unequalled breastfeeding support and education since 13 February 1964.

Mothers, their partners, families and health professionals continue to rely on ABA as the leading authority on breastfeeding to deliver quality information and support. Mothers can access evidence-based information 24/7 on the website: [breastfeeding.asn.au](http://breastfeeding.asn.au). Trained volunteer breastfeeding counsellors are available 24/7 via the National Breastfeeding Helpline to guide and support mothers in their breastfeeding journey.

#### Key Facts:

ABA is recognised as the leading authority on breastfeeding.

ABA has more than 150 groups across Australia and world-wide to connect mothers with more than 750 trained breastfeeding counsellors and the unrivalled support of other mothers.

More than 750 trained breastfeeding counsellors volunteer to staff the Breastfeeding Helpline and are professionally trained with a 10280NAT Certificate IV in Breastfeeding Education.

ABA local support groups continue to provide face-to-face counselling and breastfeeding education to countless numbers of mothers through support groups, delivering antenatal education and local advocacy.

ABA's Breastfeeding Helpline became a national service thanks to a grant from the federal government in 2009 and continues to receive funding from the Commonwealth Department of Health.

The National Breastfeeding Helpline has supported over 840,000 families since 2009.

The National Breastfeeding Helpline operates 24/7, 365 days a year, 1800 686 268.

#### Quotes attributable to Alison Boughey, Chief Executive Officer, Australian Breastfeeding Association

'ABA was founded on the principle of providing mother-to-mother support and continues to connect thousands of mothers with breastfeeding support each year through our extensive network of local peer support groups and the 24/7 Breastfeeding Helpline.'

'Our volunteers are on call and prepared with the latest evidence-based information. This is a huge commitment and ABA is continuously grateful for their dedication and passion.'

#### ABA media contacts for further information:

VIC – Jessica Leonard 0437 070 205  
NSW and ACT – Vanessa Campbell 0413 111 261  
QLD – Naomi Millgate 0409 062 087  
WA – Kirsten Tannenbaum 0403 225 911  
SA – Erica Venning 0408 821 856  
NT – Mary Peterson 0452 485 310  
TAS – Marion Bowen 0409 899 136

For information about local ABA group activities see: [www.breastfeeding.asn.au/contacts/groups](http://www.breastfeeding.asn.au/contacts/groups)

**ENDS**

**Breastfeeding Helpline  
1800 mum 2 mum**

**1 800 686 268**



Breastfeeding Helpline  
Celebrating 10 years  
2009-2019  
The National Breastfeeding Helpline is supported by funding from the Australian Government.

[www.facebook.com/ozbreastfeeding](https://www.facebook.com/ozbreastfeeding)  
[www.instagram.com/ozbreastfeeding](https://www.instagram.com/ozbreastfeeding)  
[twitter.com/ozbreastfeeding](https://twitter.com/ozbreastfeeding)