

Media Release – 30 March 2019

For immediate release



Vital support funding announcement welcomed by Australian Breastfeeding Association

The Australian Breastfeeding Association (ABA) welcomes the Labor Party's commitment today to deliver funding certainty for the National Breastfeeding Helpline should Labor come into government in 2019.

ABA has been providing breastfeeding support to Australian parents since 1964 and the National Breastfeeding Helpline is a key part of the support the ABA provides families.

Key Facts:

Breastfeeding is important to the health, nutrition and wellbeing of babies and young children, and the health and wellbeing of mothers. Australian and international public health bodies recommend that all babies be exclusively breastfed for the first six months of life and continue to be breastfed at least into their second year of life.

In Australia, 96% of mothers initiate breastfeeding, which shows that most women want to breastfeed. However, by four months only 27% are still exclusively breastfeeding and breastfeeding rates continue to decline from there.

The National Breastfeeding Helpline has supported over 840,000 families since 2009. Ongoing funding is critical for us to reach more families, and support mothers to meet their breastfeeding goals.

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

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

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

'ABA provides mother-to-mother support and connects thousands of mothers with breastfeeding support each year. Our extensive network includes local peer support groups and the 24/7 National Breastfeeding Helpline.'

'The Breastfeeding Helpline is an important service that is used by many parents who need breastfeeding support, day and night.'

'If parents need to talk to someone who understands what they're going through, or have a breastfeeding question, they can call our helpline 24 hours a day, seven days a week.'

'ABA's trained volunteer breastfeeding counsellors can provide suggestions and support if a mother is struggling with breastfeeding.'

'Continued funding certainty for the National Breastfeeding Helpline will help ABA support Australian mothers to meet their breastfeeding goals.'

'The National Breastfeeding Helpline is a vital service for Australian families. With adequate funding, ABA can continue to provide the support Australian families need.'

ENDS

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Photos and interviews with mothers and babies can be organised upon request

www.breastfeeding.asn.au