



MEDIA RELEASE

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Helping Aussie Mums and Dads Transition into Parenthood: Australian Breastfeeding Association Launch New Podcast

The Australian Breastfeeding Association (ABA), Australia's peak body for breastfeeding, has just launched a new podcast series, ***Breastfeeding ... with ABA***, to provide new parents with essential information and support through their breastfeeding and parenting journey. Hosted by volunteers and with support from ABA's Breastfeeding Information and Research team, the podcast focuses on the joys, changes and challenges a new baby can bring.

Featuring personal insights from mothers who've been through it all, the first season talks about the typical challenges faced in the early days of breastfeeding new babies — waiting for breastmilk to come in; dealing with or hopefully avoiding cracked nipples; breastfed babies and poo; managing milk supply; sleep; crying and fussy babies; and what it means to 'find your village'. Season 2, to be launched in early 2021, will continue the series with a focus on breastfeeding after the first few months and how things change in the first year and into toddlerhood.

Podcast episodes are designed to be short enough to listen to during a breastfeeding session or through a busy day. Each episode is also accompanied by a blog post, with up-to-date information and advice for how to approach these challenges.

The podcast continues ABA's ongoing commitment to providing Australian families with reliable and trustworthy information, any time and any day. Jessica Leonard, Executive Producer of ***Breastfeeding ... with ABA***, says:

'ABA was started in 1964 by a group of mums, in a suburban living room, who wanted to breastfeed their babies and support each other through this incredible journey. Fast forward to 2020 and ABA continues to nurture and support mothers, along with their families, in breastfeeding their babies. Our new podcast and blog, the first of an ongoing series, is an opportunity for ABA to reach out to new parents, in a year of social isolation and physical distance, to let them know they're never alone in the challenges they face.'

Available across all streaming platforms, Season 1 of ***Breastfeeding ... with ABA*** will be releasing new episodes each fortnight. Season 2 will launch in early 2021. For more information visit: <https://blog.breastfeeding.asn.au/>

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For information on ABA's support services: <https://www.breastfeeding.asn.au/bf-info/aba-services-downloadable-flyer>

About the Australian Breastfeeding Association

The Australian Breastfeeding Association (ABA) is Australia's largest breastfeeding information and support service, providing assistance to more than 80,000 mothers each year. ABA also provides up-to-date information and continuing education for thousands of health professionals working with mothers and babies. It is our vision that breastfeeding is recognised as important by all Australians and is culturally normal. As Australia's leading authority on breastfeeding, we support, educate and advocate for a breastfeeding inclusive society. <https://www.breastfeeding.asn.au/>