

Media Release – 8 May 2014

Thousands of mothers around Australia share #realmotherhood

Thousands of mothers around Australia are viewing, sharing, liking and commenting on photos and stories of what #realmotherhood is like in the lead up to Mother's Day.

The Australian Breastfeeding Association (ABA) celebrates National Mothering Week this week and the #realmotherhood campaign aims to help mums sharing the everyday challenges of motherhood.

Like mum-of-two Kathleen who explains: 'Motherhood is a lot of drudgery, punctuated by moments of extreme frustration and moments of elation. Somehow, the moments of elation more than make up for the drudgery and frustration!'

The campaign has been viewed more than 150,000 times so far on social media, with hundreds of photos and stories being submitted since it started on Monday.

'We've really been struck by how much this campaign has resonated with mothers', said ABA president Rachel Fuller. 'It demonstrates that while Australian mums love getting chocolates and flowers for Mother's Day, what they also really want is understanding and recognition of what they do each day to raise Australia's children'.

ABA is encouraging mums to share their real life experiences with other mums by submitting pictures and following the ABA Facebook page. Images can be uploaded to <https://www.facebook.com/ozbreastfeeding> or via Twitter or Instagram; tag @ozbreastfeeding and use the hashtag #realmotherhood.

'All too often we are shown the extremes of motherhood', Ms Fuller said. 'Images of glowing pregnant women, peacefully sleeping newborns and smiling happy families contrast the tales of extreme hardships and we rarely see what lies in between'.

'When Australia celebrates our mums this Sunday, we encourage everyone to know what it is that they're celebrating too — the messy, boring, delightful, painful, sleep-depriving parts of parenting that become so ingrained in our day-to-day lives as parents that we often stop speaking about them', Ms Fuller said.

ENDS.

Further information and interviews:

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Digital images

Examples of immediately available digital images are in this document below. These images can be emailed to you on request or can be copied along with others from our Facebook page <https://www.facebook.com/ozbreastfeeding>.

Photo opportunities:

Photos with mothers and babies can be organised upon request.

Links:

<https://www.facebook.com/ozbreastfeeding>

<https://www.twitter.com/ozbreastfeeding>

<https://www.instagram.com/ozbreastfeeding>

<https://www.breastfeeding.asn.au>

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Breastfeeding Helpline

1800 mum 2 mum

(1800 686 268)

Retail Subsidiary

www.mothersdirect.com.au



Some days, motherhood means breastfeeding with a finger up your nose.

- Roslyn

#Realmotherhood

@ozbreastfeeding



Sugar and spice and all things nice was what I thought little girls were made of. Unfortunately, reality taught me a lesson about having unrealistic expectations.

-Laura

#Realmotherhood

@ozbreastfeeding

Being a mum isn't about how you look ...



... but how you love

breastfeeding.asn.au #realmotherhood

You know how you ask me what I do all day?



Well, today I didn't do it – I had 'help'

breastfeeding.asn.au #realmotherhood

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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.