



MEDIA RELEASE – embargoed 13 February 2014 New book tells story of breastfeeding in Australia

From six young mothers in a suburban Melbourne lounge room to an organisation that helps more than 80,000 mothers each year, *Nursing Mums A history of the Australian Breastfeeding Association 1964–2014* tells the story of how mothers themselves became a force for change.

The book will be launched by social historian Professor Shurlee Swain along with the authors and ABA's six founding mothers on the Association's 50th birthday Thursday 13 February.

In 1964 the art of breastfeeding was in danger of being lost forever. Mothers who wanted to breastfeed often found it impossible to get accurate information or help with learning to breastfeed or overcoming common challenges.

'I was acutely aware of the lack of breastfeeding information in 1962 when I was unable to adequately nurse my firstborn, Brigid', Australian Breastfeeding Association founder Mary Paton said. 'I thought of the hundreds of other mothers in the same situation and of the disappointments they were experiencing.'

Mary and five other young mothers met in a suburban Melbourne lounge room on 13 February 1964 and decided to take action. They would start an organisation to assist mothers like themselves to breastfeed.

Nursing Mums tells the story of how a grass-roots association grew to national proportions — first as the Nursing Mothers' Association and after a name change in 2001, the Australian Breastfeeding Association (ABA).

From those six young mothers ABA has grown to become an organisation that supports more than 80,000 mothers each year, runs a 24-hour Breastfeeding Helpline and 230+ local support groups with 1100 trained volunteer counsellors and educators.

It's a story of courage, enterprise, dedication, passion and purpose as well as the difficulties and disagreements that all organisations must face.

Full of amazing pictures, anecdotes and memories, it tells the story of how mothers themselves became a force for change and affected a quiet revolution in community attitudes to breastfeeding.

It also explores the friendship, camaraderie and personal growth of the women involved in what has been Australia's second-largest women's organisation.

Nursing Mums has taken more than three years to complete and ABA is thrilled to launch it in its golden jubilee year.

ENDS.

Nursing Mums A history of the Australian Breastfeeding Association 1964–2014

By Jill Barnard and Karen Twigg

Launch event details:

Thursday 13 February 2014, 6.00pm
Wyselaskie Hall, Centre for Theology & Ministry, Melbourne University
29 College Crescent, Parkville, Melbourne
(on Morrison Close between Ormond & St Hilda's Colleges)

Photo opportunity:

All six founding mothers of the organisation will be at the launch with the authors and social historian Professor Shurlee Swain

RRP: \$49.95

ISBN: 9781921001680

PUBLICATION DATE:

13 February 2014

AVAILABLE:

In hard copy through ABA's retailer Mothers Direct www.mothersdirect.com.au or eBook through Amazon, iTunes and Kobo

About the authors:

Graduates of the University of Melbourne and of the Master of Arts in Public History at Monash University and members of the Living Histories consultancy, Jill Barnard and Karen Twigg have worked as professional historians for over 20 years. This is their second collaborative work.

For more information, interviews or a review copy please contact:

Susan Greenbank, Marketing Manager
Australian Breastfeeding Association
PO Box 4000, Glen Iris, VIC 3146
03 9885 0855 or 0416 190 907
marketing@breastfeeding.asn.au

Website:

www.breastfeeding.asn.au/birthday