

Media Release – 11 May 2020  
*For immediate release*

### **Interactive online breastfeeding education for expectant parents**

The Australian Breastfeeding Association (ABA) has introduced new online breastfeeding education sessions to give support and information to families.

Breastfeeding Education Live (BEL) interactive webinars are led by qualified breastfeeding educators. They cover topics like how to position and attach a baby to the breast, read a baby's cues and whether the baby is getting enough milk. There is also information on resources and support they can use when the baby arrives.

BEL webinars were designed to allow all families access to breastfeeding information even if they live in remote or rural areas. They are even more welcome, now that many other services are closed due to COVID-19.

BELs are held on weekends and some weeknights. Registration is through the ABA [website](#). Sessions cost \$20 for ABA Members and \$125 for non-members.

'A lot of expectant parents have never held a baby, let alone seen one being breastfed', says Margaret Grove, ABA President. 'Many have missed out on the traditional learning through the generations. That's why it's so important that they have access to the kind of prenatal education that ABA is providing.'

'Online sessions are different from face-to-face interaction but they have many benefits. Many enjoy attending BELs from the comfort of their own home. They are able to ask questions and interact with other expectant parents in a small group.'

'The aim is to empower expectant parents and give them the confidence they need to breastfeed their baby.'

**ENDS**

### Spokesperson

Margaret Grove 0414 773 714

To arrange an interview with another Australian Breastfeeding Association spokesperson, please contact [marketing@breastfeeding.asn.au](mailto:marketing@breastfeeding.asn.au)

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### Photo Opportunity

Photos available on request. Contact [marketing@breastfeeding.asn.au](mailto:marketing@breastfeeding.asn.au)

### Resources

For more information about Breastfeeding Education Live visit

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

Find out about ABA services available during the COVID-19 pandemic:

<https://www.breastfeeding.asn.au/bf-info/aba-services-downloadable-flyer>

For more information about breastfeeding and COVID-19 visit:

<https://www.breastfeeding.asn.au/bfinfo/covid-19>

### **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/>