



**Australian
Breastfeeding
Association**

Infant Feeding Guidelines recognise the need for support

The Australian Breastfeeding Association (ABA) welcomes the publication of Infant Feeding Guidelines by the National Health and Medical Research Council saying it gives greater certainty to parents on infant feeding milestones.

'These Guidelines access a comprehensive body of the latest research. Importantly, the Guidelines give greater certainty to parents, health professionals and the community about the importance of breastfeeding as an important first step in the long-term fight against obesity', said Mrs Rachel Fuller, President, Australian Breastfeeding Association.

'The Guidelines place greater emphasis for health professionals to support mothers to prepare and to continue to breastfeed their babies. Mothers and their new babies need support at all stages of their breastfeeding, particularly in the early weeks.

'Breastfeeding is a learned skill and we all need help along the way. We encourage pregnant and new mothers to join the Australian Breastfeeding Association and receive the support and information they need to reach their breastfeeding goals.

'ABA is pleased to have its recommendations in alignment with the new guidelines. ABA suggests parents introduce family foods at around 6 months of age when their baby is developmentally ready. Signs for readiness include grabbing for food and putting it in the mouth as well as sitting up independently.

'Families with a history of allergy can be reassured that about 6 months is the appropriate time to introduce family foods. A variety of foods along with continued breastfeeding is recommended. This is an important clarification that is welcomed by ABA.

Professor Jane Scott, a co-author of the Infant Feeding Guidelines will be speaking at the ABA Health Professional Seminar being held March 2 in Melbourne and available by webinar.

'ABA hopes these Guidelines prove to be a helpful tool in improving Australia's breastfeeding duration rates. Australia has excellent breastfeeding initiation rates of 96% but sadly by 6 months only 15 % of babies are exclusively breastfed',ⁱ concluded Mrs Fuller.

Ends.

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Breastfeeding Helpline

1800 mum 2 mum

(1800 686 268)

Lactation Resource Centre

www.lrc.asn.au

Retail Subsidiary

www.mothersdirect.com.au

Links:

www.breastfeeding.asn.au

www.breastfeedingfriendly.com.au

www.worldbreastfeeding.org

About the Australian Breastfeeding Association

As Australia's leading authority on breastfeeding, we support, educate and advocate for a breastfeeding inclusive society. It is our vision that breastfeeding is recognised as important by all Australians and is culturally normal. The Association is governed by a Code of Ethics, by which our volunteers are bound.

¹ The 2010 Australian National Infant Feeding Survey found that the proportion of children aged 0–24 months who were exclusively breastfed at each month of age declined from 96% at birth to 61% at less than 1 month, 39% at less than 4 months and 15% at less than 6 months



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