



Media Statement - 29 August 2012

The Australian Breastfeeding Association has launched an internal investigation into the alleged comments made by a counsellor at a Brisbane Breastfeeding Education Class. These comments reported in the media are not the view of the Association and the counsellor involved has been stood down from all duties. In addition, the Association will conduct an internal review of all its Breastfeeding Education Classes to ensure presenters are following the approved curriculum.

The Australian Breastfeeding Association's objective is to provide mothers with practical mother-to-mother support, enabling them to establish a loving relationship with their babies through breastfeeding and educate the broader community that breastfeeding is normal. We support all women to make informed choices about infant feeding.

Our organisation is run by over 1,100 trained volunteers who devote their time to helping mothers breastfeed their babies through counselling and community education. We have a rigorous training process and require our volunteers to be signatory to our Code of Ethics.

Last month alone over 5,000 calls were taken by 412 volunteers on our Breastfeeding Helpline. A recent independent study found a 98% satisfaction rate with this service.

We provide mother-to-mother peer support 24 hours – 7 days per week. Volunteer counsellors, who are mothers in their own homes, contribute around 40,000 hours per year to help families in Australia.

Parents are entitled to have accurate information to make their own decisions about infant feeding. We know that almost all mothers in Australia want to breastfeed their infants but we also know many of them do not reach their goals or national targets.

All mothers should feel supported along their parenting journey, and the Australian Breastfeeding Association offers help in many ways, including the Breastfeeding Helpline and local Breastfeeding Support Groups.

The Australian Breastfeeding Association supports all mothers no matter how they feed their babies. We would rather assist a mother to wean with support than to have her do it all on her own.

In the interest of improving our service we welcome feedback via our [online contact form](#).