



National Mothering Week May 4-10

Support, Encourage, Inspire

Over 300,000 mums give birth in Australia each year.

As we prepare for Mother's Day on Sunday 10 May, the Australian Breastfeeding Association will this week be celebrating National Mothering Week across the country, with mothers gathering to offer each other support, encouragement and inspiration.

[Click here for more event details](#)

'Mothering is a highly valuable role in our society', said Rebecca Naylor, Chief Executive Officer of the Australian Breastfeeding Association. 'It's really fantastic to have this week where we can celebrate the day to day of motherhood.'

'Through the services that we offer to the community, we see how important these three concepts (support, encourage and inspire) are to mothers. As an integral service provider within the community we aim to support, encourage and inspire all mothers through mother-to-mother support.'

'In particular we offer support in our local community face-to-face groups and on our National Breastfeeding Helpline.'

The National Breastfeeding Helpline has been funded by the Australian government since 2008 and celebrated its 500,000th call in 2014. The Helpline is staffed entirely by qualified volunteers and provides a unique service to Australian families, supporting mothers to reach their breastfeeding goals.

'We're so proud of the time and support our volunteers give to the Breastfeeding Helpline, and so grateful to the support the Australian Government provide the Association which allows us to help so many families'.

The Association strongly encourages mothers and carers of small children to reach out in the local community and become involved in social gatherings offered by local ABA Groups or generally other support networks. Supporting each other on the journey of raising small children is so important.

Research shows that support is one of the most important factors to assist a mother in reaching her breastfeeding goals.

INTERVIEWS: For more information or photo opportunities with mothers and babies, contact Jessica Leonard on 0437 070 205 or at vicpro@breastfeeding.asn.au

As part of our philosophy to support, encourage and inspire, we are inviting people to pay it forward and compliment another mother who inspires them. They can post their compliments on Facebook and tag the woman who inspires them, along with the hashtag #NMW2015. Our most inspiring compliment will win a Bubbaroo Newborn Pack.