

Media Release – 20 May 2020

*For immediate release*

**Breastfeeding mums helping to change communities and lives.**

This National Volunteer Week, the Australian Breastfeeding Association (ABA) is proudly celebrating the efforts of our more than 1100 volunteers in supporting mothers and their babies.

The Australian Breastfeeding Association (ABA) is Australia's leading authority on breastfeeding, and works to support, educate and advocate for a breastfeeding-inclusive society.

'During the COVID-19 period, ABA volunteers have played a bigger role than ever in supporting mums in our community,' says Margaret Grove, President of the Association. She explains that while many support services have had to close their doors during the crisis, ABA has evolved to be able to reach out, in technologically inspired ways, to those in need.'

'Our 1100 trained volunteer breastfeeding counsellors and community educators have worked tirelessly to support families and communities. We run the National Breastfeeding Helpline, a pivotal support service staffed by our volunteer counsellors and available to mothers 24/7. In the 2018–2019 financial year, the Breastfeeding Helpline received 71,571 calls, and was supported by 649 volunteers who dedicated 27,000 hours of their time.

Our volunteers also deliver Breastfeeding Education sessions, breast pump hire, email counselling, LiveChat assistance, our 'Breastfeeding Welcome Here' and 'Breastfeeding Friendly Workplaces' programs, breastfeeding research, as well as our extensive network of local support groups for mothers. Our volunteers are dedicated to helping and it is wonderful that this week, their efforts are recognised.'

To find out more about ABA's online support services or to send a message of thanks to one of our dedicated volunteers visit Australian Breastfeeding Association on Facebook <https://www.facebook.com/ozbreastfeeding>.

**ENDS**

### Spokesperson

To arrange an interview with an Australian Breastfeeding Association spokesperson, please contact Vanessa Campbell, ACT/NSW Public Relations Officer at: [actnswbpro@breastfeeding.asn.au](mailto:actnswbpro@breastfeeding.asn.au) or 0413 111 261.

### Photo Opportunity

We have a wide range of mums, babies, toddlers, families and breastfeeding advocates who would love to pose for a photo to accompany your story, in a safe and socially distant manner. To line up a photo opportunity please call the media contact outlined above.

### Resources

We also have an extensive image and footage library. To access these resources please contact the marketing team at: [marketing@breastfeeding.asn.au](mailto:marketing@breastfeeding.asn.au) or by phone the ABA National Office 03 9690 4620.

### Local Group Activities

Local ABA groups will host virtual events throughout May that focus on the importance of mother-to-mother support and ways mothers in our communities, both online and offline, can empower each other. Details about ABA's local support groups can be found at: <https://www.breastfeeding.asn.au/contacts/groups>. Both ABA members as well as parents who are not ABA members are invited to come along and share in a positive, welcoming community.

### Breastfeeding Friendly Workplace Program

[www.breastfeeding.asn.au/workplace](http://www.breastfeeding.asn.au/workplace)

### More information

To find out more about our Breastfeeding Education Live session visit <https://www.breastfeeding.asn.au/>

For more information about out about ABA services available during the COVID-19 pandemic: <https://www.breastfeeding.asn.au/bf-info/aba-services-downloadable-flyer>  
<https://www.breastfeeding.asn.au/bfinfo/covid-19>

### Social Media

- <https://www.facebook.com/ozbreastfeeding>
- <https://www.instagram.com/ozbreastfeeding>
- <https://twitter.com/OzBreastfeeding>
- <https://www.linkedin.com/company/ozbreastfeeding>