



**Australian
Breastfeeding
Association**

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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

Breastfeed — Anytime, anywhere — It's your right

The Australian Breastfeeding Association (ABA) has today called for full support for all mothers feeding their baby in public.

'Seeing mothers breastfeed their babies is an important step to breastfeeding success', said ABA's spokesperson, Jessica Leonard.

'Breastfeeding mothers should feed their babies however they feel comfortable and not feel any pressure to meet other people's expectations of discretion. For some mums this may mean breastfeeding in public in full view, for others it might mean covering up and some might prefer to breastfeed privately.

'All mothers should be supported to breastfeed their babies. We know that seeing breastfeeding from early on in life is an important first step to breastfeeding success.

'In Australian Federal Law breastfeeding is a right, not a privilege.

'Under the federal *Sex Discrimination Act 1984* it is illegal in Australia to discriminate against a person either directly or indirectly on the grounds of breastfeeding.

'Mothers breastfeeding in public are helping the next generation of Australians to learn that breastfeeding is normal.

'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.'

Ends.

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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.